

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXIII.

NEW YORK, MAY 27, 1908.

No. 9.

Getting high-class salesmen from competitors is expensive.

Making them is slow.

We can get you 18,000 of the best ones.

They are with the One Best Dealer in each of the 6,000 towns and cities of the United States and Canada.

Our specialty is getting that One Best Dealer in each place as your special representative.

Our charge is what you would pay one good salesman.

**Bates Advertising Company**

CONVERSE D. MARSH, Chairman Executive Committee

15 Spruce Street, New York City

A YEAR ago PRINTERS' INK combated the "Summer Dulness Evil," and expects to follow the same course this Summer. Publishers who dread the business outlook of the immediate future will feel their blood tingle with new hope if they join us in a Summer's campaign of advertising. The campaign starts on July 15th and lasts eight weeks. Details for the asking; you will hear soon anyway.

# PRINTERS' INK.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

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No. 9

## WHAT LIES DEEPER THAN ADVERTISING.

SOMETHING BEGINNING WITH A BIG  
"D" THAT HASN'T BEEN TAKEN  
INTO ACCOUNT IN THE PAST—  
BUT IT WILL BE IN THE FUTURE  
—WHAT ADVERTISING MEN MUST  
INVESTIGATE.

This may be considered an un-  
restful sort of article.

Those who read it will finish  
with one of two opinions—either,  
that it deals, however superficially,  
with a very big subject, or that it  
is just a tremendously big scold-  
ing.

The text is a single word.

Sometimes this word is heard  
in connection with advertising  
plans, and again it isn't. Some  
advertising men spell it with a  
capital "D," and others with a  
small "d." Some think that it  
should receive attention before  
the advertising begins. Others  
look into it afterward. Still  
others fancy that if the advertis-  
ing is right, it will take care of  
itself. Few advertising men in  
this country work on the knowl-  
edge that it is far greater than  
advertising, and must always be  
so.

This thing is Distribution.

The term embraces everything  
that happens to commodities from  
the moment they leave the manu-  
facturer until they finally reach  
the consumer. It stands for chan-  
nels of trade older than the hills,  
and as deep and fixed as human  
nature. Distribution probably  
began with stone arrowheads or  
dinosaur steaks. The pre-historic  
man who found that a slice of  
tree-trunk made a wheel, facili-  
tated it immensely. Distribution

has been the cause of half the  
wars of Man, and the basis of  
his prosperity in all ages. It is  
synonymous with civilization, and  
half the modern mechanical won-  
ders are nothing more than dis-  
tributive improvements—the rail-  
road, steamboat, telegraph, tele-  
phone, etc. It would be difficult  
to find a tribe so savage and  
primitive that it has no distribu-  
tion. When the first French fur-  
traders set up shop at Quebec  
with a line of copper kettles,  
steel hatchets and "store" wam-  
pum, the politics of Indian tribes  
as far away as the Great Lakes  
were profoundly affected. For the  
Indians' nearest this new trading-  
post tried to monopolize distribu-  
tion, prohibiting tribes further in-  
land from passing through their  
territory, so that they might buy  
their furs cheaply and sell them  
dear. That made bad blood. Then  
came the Dutch at Albany, and  
the fierce Iroquois being nearest  
them, got firearms that enabled  
them, in a few years, to virtually  
annihilate other tribes. It was  
really distribution that killed off  
the Indian.

As for distribution to-day, it  
has grown into a mechanism so  
vast that about one person in  
every six in this country who  
works for a living (and that's  
30,000,000 of us) is a distributor.  
Disarrange the system ever so  
slightly, and dreadful conse-  
quences may follow. Interrupt  
the milk supply of a city, for ex-  
ample, and in two days babies die.  
Introduce a few disease germs  
onto the Croton watershed, and  
those who succumb to typhoid in  
New York City are victims of a  
mis carriage of distribution.

Now, beside this ancient, all-

pervading and essentially human thing, advertising is at once a mushroom growth of yesterday, and a highly useful accessory for to-day and to-morrow.

What relation distribution bears to advertising is neatly shown in a certain fact that advertising men often note with regret—namely, that perhaps only five per cent of all commodities are advertised at all. Industry upon industry might be named where strictly modern advertising methods are little known. Yet men thrive in them, and grow richer than the average advertising agent. More than that, some of the liberal advertisers in staple lines have products that are not advertised at all, but rely wholly on distribution. Great as is the advertising expenditure of the American Tobacco Company, probably no advertising man has ever seen in print the name of this company's most widely sold cigarette. For it is said that not even a shelf-hanger has ever been printed for the "Hassan" cigarette—it gets its enormous outlet through the organized channels of trade. This statement holds good with other brands of the company.

If advertising men understood this distributive machinery better, or would study it faithfully instead of centering their attention on other points, there is no doubt whatever but that they could secure many advertising accounts in the staple industries where advertising is at present only the fly on the chariot-wheel of distribution. It must be confessed that publicity thus far deals chiefly with the novelties of manufacturing. Advertising men scold the manufacturer of staples for his conservatism. He is sceptical of advertising, they say. But, really, it is scepticism of the advertising man that holds him aloof—the advertising man who, in presenting dogmatic and vivid claims for publicity, betrays at the same time, unconsciously, a lack of knowledge about distributive methods.

We all remember the beginning of the movement some years ago

to interest textile manufacturers in general publicity and trademarked lines. This is our second great manufacturing industry, with an output of two and a quarter billions. Its advertising expenditure has grown impressively since the publicity propaganda was set going. Yet it is still small. Advertising agents and sellers of space began the missionary movement by a campaign that presented the value of publicity from their standpoint in a thoroughly vigorous way. They told textile manufacturers that the exploitation of trademarked silks, gingham, ribbons, etc., would not only increase sales, but that they might free themselves of the domination of middlemen by such advertising, and sell to the same consumers again and again. That their trademarks in time would become valuable assets which nobody could take away, and that better retail prices could also be obtained for products. All of which is true, except perhaps the last.

This movement aroused interest in textile circles. It has led to some advertising. But it has created more inquiry than anything else. The textile manufacturer, once interested, has brought up distribution problems peculiar to his industry, and submitted them to the advertising man for solution, and the latter hasn't always had a good answer.

The textile manufacturer is usually a mill man, concerned with production of goods, the price of raw material, the management of labor. He may not know how his product reaches the consumer. A wholesaler or jobber takes it off his hands. In recent times the broker has become an important personage in textile distribution. When formerly it was necessary for the buyer to communicate with a dozen mills to get quotations and dates of delivery, on, say, cotton ducking, now the broker has all this data at hand and gives a price and a date, with the result that millions of yards of textiles go through his hands every year.

Obviously, before such a manu-



facturer could be advised as to a general advertising propaganda for a trademarked line, it was necessary for the advertising man to follow his product through all the devious channels of trade. The advertising man is only just beginning to do this, and in the early days of the missionary movement his lack of information told heavily against him. When he spoke of trademarking he brought up the curious difficulty in textiles that there was no way of marking a trade name on the selvage of many staple goods. Only within the past few months has a machine been perfected whereby the manufacturer can identify his goods to the consumer. When the mill man pointed to the slight fraction of profit made on his goods, and asked the advertising man where the publicity appropriation was to come from, the latter advised an increase in price to the consumer, on the assumption that the trademark carried an assurance of quality that was worth paying for. But it is said that in some cases where this was tried, the results have not been good—women buy textiles, and are keen investigators. An increase in price invites competition, and kills second sales.

Still another distributive difficulty is that confronting the mill that has built up considerable prestige for a high-grade trademarked cloth through general advertising, and finds it difficult to get retail outlets. Merchants admit that the cloth is excellent, and wish to take advantage of demand made by advertising. But there are several other aggressively advertised brands in this trade, and merchants say that they must confine their stocks to one or two brands, because they have not the capital to carry all of them in representative colors, weights and widths.

These are difficulties that call for distributive knowledge on the part of the advertising man, and until he acquires this knowledge by first-hand investigation of channels of distribution, he will fall short of securing new ac-

counts in the staple industries. More than that, his lack of distributive knowledge will often lead to failure with accounts actually undertaken.

When a manufacturer wishes to enlarge his mill, he sends for architects, engineers and machinery experts. Every detail of structure, lighting, ventilation, apparatus and arrangement will be carried out by men who are, first admirably educated in the technique of their specialties, and second, impartial trained investigators. What they don't know, they will find out.

When the manufacturer gets to thinking of advertising, and new ways of marketing his goods, he expects to find in the advertising man an expert of similar calibre—a man who knows distribution better than he.

What happens?

The advertising man, to begin with, hasn't the technical training of an engineer, because he is in a business that has "grown" like Topsy. Instead of meeting one with exact knowledge and the somewhat tart scepticism that goes with a professional training, the manufacturer finds the advertising man speaking vaguely of the wonderful things publicity will do for him. But perhaps he has faith, and makes an appropriation for publicity. Does the advertising man then study distribution among wholesalers, retailers, consumers? Does he follow the progress of the goods through the trade, estimate the force of competition, look into prices, find defects in goods? No—his investigation is ordinarily confined to the mill and its processes, where he undertakes to grasp what the manufacturer himself knows and translate it into advertising copy that will be clear to the popular intelligence. *This*, he will do admirably. But his copy and plan may not fit distributive conditions three times out of five.

Some years ago an agency solicitor in New York was given a new account that had been secured from an eastern manufacturer. This account was got in much the usual way. First,

somebody from the agency met somebody from the factory at a baseball game, or reception. Highballs were ordered. Then the two somebodies decided that they must see more of one another, and one learned that the other was an advertising man, and thought this a trifle queer, but remembered that his people had lately been thinking of doing a little in that line, and so forth—the same old routine that ends in landing an account. Then, having landed it, the agency began to think about doing something with it.

The problem of what to do was handed to this solicitor, with the suggestion that he run down to the factory, get acquainted, investigate the processes, and bring back material for copy. This solicitor, however, had some ideas of his own about planning a campaign, and he did nothing of the sort. He went to the factory. But little time was spent there. The moment he learned where a good cross-section of that factory's distribution could be studied, he took a train and go to it, and began calling on retailers.

He called on retailers big and little. Some had magnificent shops on Main street, and catered to the blue-stocking trade. Others were little chaps way out on Center Avenue, with a slender stock of goods stretched along their shelves to make a showing.

First he assured each merchant that he had nothing to sell, but was looking only for information. He wanted their advice. That attracted them. Then he explained that this factory was planning some advertising to help merchants who handled its goods, and it wanted to know where those merchants thought the money ought to be spent, and how, and what would give them the most help right in their own town.

Did they want it spent for magazine advertising, or in newspapers?

Did they want some of it put into window and store display apparatus? How much?

What sort of people bought the goods?

Were sales hard, or easy, and what arguments made them?

Were there many complaints about goods?

Did the merchant know how to repair defective goods. Had he the proper tools? If the factory would send him special tools, would that help him?

Suppose the factory should ship him a big window display of goods in a special case, with the lay out all platted—what sort of goods did he prefer to show to attract his class of trade? How long would he keep the display in his window? Would he promptly ship the trunk to the next merchant?

What changes would he suggest in goods? In prices? In packing?

What measures would he take to link his store with the general advertising, and how could the factory help him?

More than 200 retailers were visited, and when this man got back to his agency, full of the subject, they found it difficult to understand what he was talking about. He didn't talk like an advertising man any more—he talked more like a manufacturer and merchant. So they chased him up to the factory again, to tell his troubles, and what he had to say to the manufacturer was like news from home. Before that campaign started, the goods were modified, and for a reason.

It might be assumed that the average retailer's preference in mediums, when given a choice between the magazines and his local newspapers, would be overwhelmingly in favor of the latter. But in this case 116 merchants preferred the magazines, against 84 who wanted the dailies. The goods involved are of a somewhat artistic nature, and would gain in attractiveness of presentation with the better printing facilities of the magazines. This was thought to be the chief reason for the choice.

But there was stiff competition in the magazines on those goods. To strengthen demand, it was necessary to guarantee that the goods would give purchasers satisfaction

—the outlay is considerable. Retailers had to be depended upon to carry out the details of this guarantee. When goods were defective, they had to take them back and supply others. It was learned that most unsatisfactory goods, however, would be such as came back merely for minor adjustments. Not all dealers knew how to make these adjustments. So the goods were first modified to make adjustment easier. Then special tools were furnished, and at the suggestion of the agency man the company sent out traveling factory experts who visited the dealers and gave lessons in adjustment and repairs.

When that campaign started it was as nearly right in its relation to distributive conditions as anybody could make it. The agency had learned, by investigation, points in distribution unknown to the manufacturer himself. To-day that appropriation has grown greatly, and represents one of the best accounts in the country. The factory has, despite sharp competition, a better relation with its retail trade than any other house in that industry.

It is along lines like this that advertising must develop in future. Conditions have often been unfavorable to such development in the past. Half the men who promote advertising are sellers of space, each with his own medium to take care of. Naturally, broad distributive planning among these men can only be undertaken on some entirely new kind of co-operative basis, where the lion and the lamb would lie down together, as it were. The present writer's observation has been that, when it comes to soliciting business for a medium, that the lambs would not always lie peaceably together, let alone any attempt at a happy family. As for the agency men, they have a better chance to investigate distribution and plan in harmony with it. But the agent, too, is hampered by his inflexible commission. It will not always cover such work, even when he gets all of it—and he doesn't always get all. A broad distributive campaign, too, is

likely to divert part of the appropriation into auxiliaries for which he gets no commission whatever. Then, advertising is still new. Little definite practice is as yet laid down. Each agent has acquired his practice by experience—made his tactics as he marched.

Nevertheless, the growth of advertising in future will be in the direction of distribution. Advertising is an auxiliary of distribution, not otherwise. That is its nature. Costly attempts to make distribution the auxiliary have come to naught. Advertising has been tried as a club to whip the dealer in line, and it failed. It has been used to carry the appeal over the dealer's head to the consumer, and failed likewise. Now the best effort is being directed to gaining and holding the good will of the retailer, wholesaler, jobber, broker. These men, however, have something more than good will. They have definite knowledge of how goods reach the people, and what the people think about them. If they hadn't, they would not continue as distributors very long. And advertising has got to be strengthened by this information.

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THE advertising of the Wright Health Underwear Co., Port Washington, N. Y., formerly placed by N. W. Ayer & Son, will go out direct in the future. W. D. Wright, who is in charge, wishes to get rate cards and sample copies.

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THE Hon. A. C. Weiss of Duluth, publisher of the *Herald*, has been chosen as a delegate to the Democratic convention at Denver.

## Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN,

NEB.

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

**Circulation 149,281**

RATE 35 CENTS.

## JIU JITSU FOR THE OTHER FELLOW.

Formerly it was the standard policy in advertising to ignore the other fellow altogether, or at most to warn readers to refuse just-as-goods. The reason for this is plain enough. In those days, usually, there wasn't any other fellow. Some house in an industry had courage to undertake general advertising, and was alone in its hardihood. At most, it had only to fight counterfeits and substitution.

But to-day there are plenty of other houses advertising in staple lines, and the other fellow is a prime factor in the game. See the number of paint houses, for example, using magazines and farm papers. Likewise, the rival roofing concerns, the clothing houses, the shoe manufacturers, and so forth. Competition is keen. Most general advertisers would rather have, undoubtedly, a live bunch of competitors who come out in the open and help along the general idea of good paint or five-dollar shoes with their talk, than to be flea-bitten by the counterfeiter and substitute manufacturer. Yet, at the same time, when the other fellow comes out into the open, it is necessary to make some reference to him in advertising copy, and one of the interesting studies in present-day publicity is to go over a magazine or farm paper and note the methods different advertisers take to scuttle the opposition.

Really, though, there is only one method. You teach readers to view the other fellow with alarm. Nobody ever points a finger directly at him—Oh, dear, no! But a broad-minded, altruistic concern for the welfare of mankind leads you to expose some of the dark deceptions of your industry. You urge the reader not to endanger his health by using something else. You plead with him not to ruin his home with doubtful brands.

If your paint is white lead, you send the reader a blowpipe to test it. If it's mixed paint, you assure him that only a factory can

properly combine the ingredients. That seems to shut out any third argument. But it doesn't, for along comes a man with a line of paint that he mixes to order, and sends you all dated and certified, who assures readers that both the other ways are dead wrong.

Then, the choice epithets scattered through the roofing ads to cook the other fellow's hash. Avoid *so-called* roofing. Don't buy of *alleged* manufacturers. Beware of shingles, slate, tin, asphalt, paper, tar, cement, composition, fire, wind, heat, cold and rust. Don't pay too much. Don't pay too little. Don't buy roofing that needs an expert to lay it. Don't let amateurs lay your roof.

In clothes, play up Old Doctor Goose, the hot flatiron fakir. In refrigerators, speak malignantly of poisonous gases. In mattresses, explain how heaves and glanders linger in horse hair.

If your competitors are little fellows, ask the reader if he wants to deal with irresponsible houses with only one article to push. If the competition is big, settle its business with "Not in the Trust!"

Advertising is growing, and as new houses come in the copy is more pointed and strenuous. Some alarmists have ventured to peer into the future and discern a day when there will be no room for new advertisers in staple lines. But thus far it seems clear that the more there are exploiting any commodity, the more copy gains in completeness and vigor, the more sound education on the subject, and the more business. Let the other fellow come along. He's a good thing.

### SIMONDS SAWS.

FITCHBURG, Mass., May 16, 1908.

Editor of PRINTERS' INK:

In your May 13th issue, under the heading "Boston Items," we note you say that orders are going out from the F. P. Shumway Agency to trade papers for the advertising of Simonds Saws. This is incorrect as our trade paper advertising is placed direct from this office, and our general magazine advertising is placed through the George Batten Company, of New York City.

Yours very truly,

SIMONDS MFG. CO.,  
Per R. D. Baldwin.

## THE CHEMICAL STORY OF BREAD.

Advertising by large bakeries, distributing bread in cities on a scale that warrants liberal expenditure, has been undertaken in this country the past few years with considerable success. One campaign that comes to mind is that of Kolb's Bakeries, in Philadelphia.

The baker's advertising story turns chiefly on cleanliness. Pictures of automatic apparatus for handling the dough and loaves without contact with human hands; pictures of ovens; views and descriptions of washrooms for employees, their dress, the rules governing them, etc.,—these furnish the usual materials for a baker's copy.

One side of baking, however, seems to have been neglected in this country, namely, the chemistry of flours and bread, whereby good flavor and high nutritive value are assured.

That sounds rather complex. But the idea has been developed with admirable British thoroughness in a column "reader" advertisement of the William Hill & Son Bakeries, London, in the *London Times*.

The familiar devices for insuring cleanliness are described in this "reader," and something is said of the long career of the firm, which was established in 1784. Attention is also given to special ovens for baking Hungarian rolls, made on German lines, by a German expert, of Königs-winter stone from the Rhine quarry.

An excess of foreign wheat makes the bread harsh and dry, because such wheat is naturally of great dryness. On the other hand, an excess of English wheat also makes the bread dry on account of the deficiency of gluten in English wheat, the flavor of which, however, is unsurpassable. This matter of the flavor of bread is seldom considered by the London baker, whose paramount object is to secure intense whiteness for his bread. Now whiteness is the quality most easily obtained merely by the use of Argentine wheat, which is at once the poorest and whitest wheat grown. Moreover, to gain whiteness of an unnatural and artificial intensity, flour is now actually bleached by one of two chemical pro-

cesses involving the permeation of flour by nitric oxide gas or by ozone.

Such bleached flours W. Hill & Son resolutely refuse to allow to enter into the composition of their bread, for against the dry, chalky whiteness of bleached flour must be set, in Mr. Hill's judgment, an alteration in its composition, which has the result of giving to such bread more the taste of ashes than of pure natural wheat flour. Bread as made by W. Hill & Son has the frank, free taste of the finest wheat made into bread with the highest skill and scrupulous care.

For, second only to the quality of the materials used, the art of the baker depends on the process of fermentation or the leavening of the dough with yeast. This must be carried just to the point when the whole of the starch present in flour is turned into grape sugar. If the process be arrested short of this point the resultant bread is harsh and dry, and if carried beyond this critical point excessive dryness, often accompanied by sourness, again appears. This is the reason why London bread, nearly all of which is over-fermented, is so dry and tasteless. From such defects W. Hill & Son deliver their bread by their scrupulous selection of pure, fine flours, by the use of English wheat blended only in just proportions with the best foreign wheat, and by expert skill in the mixing, kneading and baking.

SOME people are not as bad as their advertisement would indicate.—*Agricultural Advertising*.

The Chicago Department  
Stores increased their adver-  
tising in the

**CHICAGO**  
**RECORD - HERALD**  
**23,222**

lines during April, 1908, as  
compared with the corre-  
sponding month last year.

One store nearly doubled  
its space in the RECORD-  
HERALD over the same  
month the year previous.

Quality and Quantity of  
circulation did it.

## SINGER BECOMES AGGRESSIVE.

SEWING MACHINE COPY GOES IN THE FARM PAPERS, WITH STRAIGHT-OUT TALK, RIGHT FROM THE SHOULDER—NO ILLUSTRATIONS USED, BUT SPECIAL COPY DIRECTED AT THE FARMER.

For the past three months a very interesting series of advertisements have been appearing in twenty or more agricultural papers, top-notchers in their class, and circulating in that dis-

and convincing talks, the same copy being run simultaneously, or as nearly so as possible, in the whole list of mediums for a period of eleven consecutive weeks, weekly farm papers being used almost exclusively.

The Singer Company, while a large advertiser, has not until the present time been prominently identified as a user of space in agricultural mediums, and the reason for the present campaign may have started way back in 1900, when the company offered prizes for the ten oldest sewing

### Singer Talks

#### A. Evidence of Positive Supremacy

- ¶ There are forty-six manufacturers of sewing machines in America.
- ¶ How many can you name? How many did you ever hear of?
- ¶ One name comes to the mind of every woman immediately—the Singer—and there's a very good reason.
- ¶ The Singer makes and sells as many machines in a year as all the other forty-five manufacturers combined.
- ¶ The Singer Sewing Machine is known as the best sewing machine in every country on the globe. There is a Singer store in every city of the world. Why?
- ¶ Because, when you buy a Singer you do not buy simply so much wood and steel—you buy the latest result of the longest and best experience.

**Singer Sewing Machine Company**

Sold only by  
If a Singer Store or Singer Salesman is not available,  
address us at Home, Singer Building, New York City.

### Singer Talks

#### II. To Men With Wives Who Sew

- ¶ There are certain things that men would better leave alone—the wives know more about them than you do.
- ¶ This is probably true of sewing machines, and yet while you may cheerfully let your wife make a small mistake, you would dislike to see her spend many dollars for a sewing machine that might be next to useless within a year.
- ¶ Women seek "bargains" even more than do men, and the makers and sellers of poorly constructed sewing machines use a "cheap" price to tempt trade because they dare not make a true statement of quality.
- ¶ Therefore, urge your wife at least to learn about the Singer before she spends her money for a machine which appears to be a bargain because offered at a lower price.
- ¶ Singer reputation is backed by fifty years' experience; Singer sales exceed the sales of all others combined.

**Singer Sewing Machine Company**

Sold only by  
If a Singer Store or Singer Salesman is not available,  
address us at Home, 1130, Singer Building, New York City.

TWO ADVERTISEMENTS OF THE SERIES.

trict sometimes referred to as the "mail-order belt"—that is the western and northwestern States. This copy has been put out by the George Batten Company for the Singer Sewing Machine Company, the largest and most powerful organization of its kind in the world, with headquarters in that towering structure on lower Broadway—the Singer Building—and branches and salesmen in every nook and corner of the civilized world.

This advertising campaign was in the form of a series of crisp

machines, of any make, which were still in use. About every kind of publication was used at this time, to give this offer widespread publicity, and the farm journals more than held their own in bringing in replies from owners of ancient sewing machines.

Three points in the recent farm journal campaign stand out prominently as being different from the usual style of Singer advertising. In the first place, the famous letter "S" trademark was entirely omitted. Secondly,

no illustrations of any kind were used, and thirdly, some of the statements made were very much more positive than anything heretofore coming from such conservative people as the Singer Sewing Machine Company.

Each one of the eleven series of talks, comprising the Singer series, measured one hundred and eighty lines, and each consisted of from four to six distinctive arguments, every talk dealing with a different subject, and by the time the last paragraph of talk eleven is read the reader is convinced that there is only one good sewing machine on the market—the Singer.

The initial talk deals with the difference in sewing machines, and explodes the fallacy that all sewing machines are pretty much alike, and explains why the Singer is the one best sewing machine. Number two tells of things that are not seen in a sewing machine, but which must be there in order to produce good results; it warns against judging a sewing machine simply from the looks and surface conditions, and ends with the strong claim, that after having served a mother faithfully for years, the Singer will still be in perfect condition to work for the daughter. Number three shows why the Singer, in the end, is cheaper than the "cheap" sewing machine.

The fourth talk, which seems to be one of the strongest of the series, gives evidence of the positive supremacy of the Singer article. Number five points out important items in sewing-machine construction, and tells how, in a carelessly-made machine, seemingly small details of construction and adjustment may render the machine useless in a very short space of time, and compares the Singer to a watch—as to the care taken in its construction and its smoothness of running.

The many uses of a good sewing machine are set forth in the sixth article, the pleasure and benefit the user of a Singer derives from its use, as compared with the use of the "cheap" article. Number seven shows that

## The LADIES' WORLD

has established two records, namely: That it does not permit its readers to be deceived or imposed upon, and that it does not humbug its advertising patrons. The deal between advertiser, reader and publisher must be fair and square from start to finish.

S. H. MOORE CO., Publishers  
New York

*August Forms Close June 12th.*

the first cost of the Singer is the whole cost, whereas the purchaser of an inferior machine is always adding to the first cost in repair bills and the purchasing of new parts, provided it is possible to procure such new parts. "There are only two kinds of machines—good and bad—and the Singer is the good kind."

"Which is the Best Sewing Machine for You?" queries number eight, and goes on to show why the Singer fills the bill. Talk nine is entitled "The Value of a Reputation" and tells how a decision of the Supreme Court of the United States protects the Singer Manufacturing Company. The final paragraph tells the prospective purchaser to look for the name plate, which is on every sewing machine made by the Singer Manufacturing Company.

The tenth talk is given over entirely to a comparison between poor and good cabinet work—why the Singer cabinets are the best.

These ten advertisements have been directed at the users of sewing machines—the women of the



farm—but in the eleventh and last talk of the series the farmer himself is approached. Is the farmer interested in sewing machines? Possibly only to the extent of what his wife will receive for the amount of money she spends; he naturally wants full value for his money, and this talk points out to him that in buying a Singer no mistake can possibly be made.

Now what has been the result of this advertising? Where a concern has a selling organization as large, and as highly developed as the Singer force, with agents practically everywhere, one of the hardest tasks imaginable is to directly trace the fruits of any particular advertising; the sales force usually gets the credit for any increase in business. But the results of the Singer's agricultural campaign have not been left in doubt; to which fact the large number of replies received at the home office, in response to the invitation, at the bottom of each of the advertisements, to address a certain room in the Singer Building, if a Singer store or salesman were not available will testify. This keying of the advertisements has caused thousands of people to write in to the home office for further particulars, catalogues, machines, and other information, and the replies were turned over to local agents to follow up.

Practically only a comparatively small section of the country has been covered, and it is very likely, in the near future, another campaign along these lines will be started covering a much larger territory.

### WHAT FARM PAPERS?

THE DESCHUTES IRRIGATION & POWER COMPANY,

BEND, ORE., May 12, 1908.

Editor of PRINTERS' INK:

Will you kindly inform us the name of the paper or papers having the largest circulation among the farmers in Kansas, Nebraska, Colorado, North and South Dakota, Minnesota, etc., the States west of the Mississippi and Missouri rivers that have a fairly cold

climate and that contain irrigation systems?

Yours very truly,  
DESCHUTES IRRIGATION & POWER CO.,  
Roscoe Howard, Gen'l Manager.

There are several agricultural mediums published beyond the limits of the territory about which Mr. Howard inquires which, nevertheless, have a wide circulation all over the country he wishes to cover. One of these is *Farm Journal*, Philadelphia, and another is the *Orange Judd Farmer*, issued from Chicago as the western edition of the *American Agriculturist*.

Within the State Mr. Howard names are several farm papers whose circulation is very large, and is not confined within the boundaries he sets. Among these are *Successful Agriculture*, of Des Moines, Iowa, and *Missouri Valley Farmer*, of Topeka, Kansas. Other papers, with smaller distribution, but circulating within narrower limits, are the following:

#### IOWA.

Des Moines, Homestead.  
Des Moines, Wallaces' Farmer.  
Des Moines, Farm Gazette.

#### KANSAS.

Topeka, Farmers' Mail and Breeze.

#### MINNESOTA.

Minneapolis, Northwestern Agriculturist.  
Minneapolis, Farm Stock and Home.  
St. Paul, Farmer.

#### MISSOURI.

Kansas City, Farmer and Stockman.  
Kansas City, Missouri and Kansas Farmer.

#### NEBRASKA.

Lincoln, Nebraska Farmer.  
Omaha, Twentieth Century Farmer.

#### NORTH DAKOTA.

Lisbon, North Dakota Farmer.

#### SOUTH DAKOTA.

Aberdeen, Dakota Farmer.

A publication which should not be overlooked is the *Deutsch Amerikan Farmer*, published at Lincoln, Nebraska.

The above list is compiled from the 1908 edition of Rowell's American Newspaper Directory, just issued, which classifies 237 agricultural papers, giving town of publication, size and number of pages, frequency of issue, date of establishment, names of editor and publisher, and average number of copies printed each issue.

## PARAGRAPHS IN PASSING.

The outgoing message should form the sole basis of telephone advertising arguments, according to the *American Telephone Journal's* deductions from soliciting experience. The whole advantage that people associate with the telephone is convenience in calling other people up. When other people call them up, however, the convenience is often regarded as a nuisance. It interrupts interesting occupations, and the call is sometimes a frivolous one. An acute instance of how the incoming message is regarded is furnished by the case of an elderly party who had both 'phones in a town where there were two rival systems. People who had only one 'phone, but who wished to talk to somebody having only the other, used to call up the elderly party who had both 'phones and ask him to kindly "clear" the message! The handicap of the incoming message is so well recognized in telephone sales-work that the shrewd solicitor installing an instrument nowadays will take pains to learn where it can be most conveniently placed, especially in a residence, so as to be reached with ease at all hours of the day and night. This often involves skilful cross-examination by the solicitor. But it pays, for upon the convenience of the 'phone, and the minimum of annoyance, depends the good word passed along between neighbors that is said to be, in the end, the biggest factor in the extension of service. These fundamental human nature facts should not be overlooked in telephone publicity.

\* \* \*

One of the sturdiest old antiques in advertising is the facsimile handwriting ad. Why do business men set an argument before readers in this form? The house that does so would never think of sending a man a long-hand letter. Even index-cards and bills are typewritten these days, and the pen is used in business only for signatures. But there is some remarkable kink in

## THE "TOPEKA CAPITAL" HOLDS THE RECORD

No other newspaper in America, in a city of 45,000 population or less, has so large a circulation as the TOPEKA DAILY CAPITAL. Its sworn average daily circulation for the year 1907, was 26,019. For nineteen successive years the American Newspaper Directory has had a detailed report of the circulation of every issue of the CAPITAL without omission of even one day. Each year has shown an increase over the preceding year, and the showing for 1907 was best of all—an average daily increase of 4,072.

The CAPITAL is absolutely supreme in its field. It has a larger circulation, prints more foreign advertising, more local advertising, and more classified advertising, than any other daily in Kansas. It is the only Kansas daily that makes public each day the actual number of copies it sells. It is the only newspaper in Kansas printed every day in the year. It is the only daily in Kansas with a general circulation throughout the State.

*Arthur Capper*

Publisher.

business nature that leads the man writing advertising copy—especially in trade journals—to take his pen in hand, write the ad long-hand, and have it engraved. Where is the value? Such an announcement is slovenly, difficult to read, and absolutely lacks display qualities. Why do advertisers continue to do it?

\* \* \*

A novelty rather widely advertised in England is the "boiling clock." It seems to outdo all the Yankee devices ever marketed in sheer ingenuity. You buy a "boiling clock" at about the price of a fairly good bicycle. There is not only a timepiece, but a kettle, an alcohol stove and a lot of gears and levers. Fill the kettle with water before going to bed, put tea and a cup where the clock can get action on them, and set your hour, as with an alarm. In the morning the clock wakes you, lights the alcohol stove, boils the water, pours it into the cup and makes the tea, puts out the fire, and calls you again.

## THE BLACKMAN COMPANY.

A new corporation to be called the Blackman Company has just been formed under the laws of New York State to conduct a general advertising business. Offices have been established at 10 East Thirty-third street, near the Waldorf-Astoria, in the heart of New York's new uptown business district, and the machinery of the agency is now being put into shape, ready for handling accounts.

The Blackman agency is headed by three young men formerly with the Presbrey agency, New York. O. H. Blackman is president and treasurer. Formerly vice-president of the Presbrey corporation, he withdrew from the latter early this year, with a view to forming another connection, and rumor has since found him responsible places with some of the largest general agencies in the country. After looking the field over from the outside, however, Mr. Blackman decided to embark in the agency business on his own account. He virtually grew up with the Presbrey organization from the days when it occupied small offices downtown, in John street, and has been the right-hand man in organization and the handling of accounts. Associated with him in the new enterprise are Frederick J. Ross, vice-president, and Frank J. Hermes, secretary. Mr. Ross was with Presbrey's four years, handling local accounts like Brokaw Bros., the Gorham Company, Higgins & Seiter, Tiffany Studios, W. & J. Sloane, Alexander shoes, the Whiting Company, the Crawford Company, as well as national business for J. M. Lyon & Co. and the A. B. Chase pianos. Mr. Hermes is a notable detail man, and had charge of the estimate, order, billing and checking departments.

In one respect this new agency is unique. At the present writing it has not secured a single account of any sort. During the past winter, with its business depression (or fancied business depression, as it would probably be

called in St. Louis) there have been many changes and shifts on the staffs of both agencies and publications. When an agency man of any weight makes a new connection, or severs an old one, he usually takes accounts with him. These three young men took nothing whatever, but are starting in on the ground floor, applying for recognition as agents at a time when most agencies are looking forward to a dull summer. It is Mr. Blackman's belief that next autumn will see a decided revival in business generally, and that business will furthermore be on a sounder basis than for many years past. His organization is therefore to be perfected in its details during the summer, so that it will be ready to handle accounts. Already a number of propositions have developed, and in one instance a tempting account turned down because it had a "string" tied to it.

The new company proposes to adopt no radical policy of reform in agency conduct. But its three officers believe that, with their experience in general agency work, it will be possible to handle business on clean lines, with dispatch, directness and economy, and to remedy here and there certain abuses of the agency system. As nearly as it can be defined at present, their field will be chiefly the handling of advertising accounts parallel to those they have managed during the years they worked together at Presbrey's.

#### LOST AND FOUND VS. "FOUND AND LOST."

A Paris correspondent of the Philadelphia *North American* says that, owing to the fact that "dog owners deny owning their animals, to avoid taxes," a new way to advertise where they are has been discovered. Men are employed who can imitate a dog's bark, to promenade the streets at night and bark outside of suspected houses. If the dog is in, "he invariably replies, and betrays his owner," when the tax is sent for the following morning.

## WITH ENGLISH ADVERTISERS.

The English Sunday paper bears little resemblance to the American variety, and when the attempt was made, some years ago, to bring out a Sunday edition of the *Daily Mail* and *Daily Telegraph*, it had to be dropped, owing to the widespread disapproval of the idea. An American reader who, for the first time, saw a copy of the *News of the World*, *Lloyd's News*, *People*, or *Manchester Sunday Chronicle*, would immediately be struck with the extraordinary difference between the advertisement appearing in them and those he has been accustomed to in the States.

Let us take the latest issue of the *News of the World*. This paper has a circulation of one and a half million, and its rates for trade advertisements will, under the new increased scale, which comes into force on August 1st, range from 26s. up to 55s. per single column inch. The paper consists of sixteen pages of seven 22-inch long columns, and the first impression of a foreign reader would be that we must have a good many spicy cases in our law courts, because a large number get printed in the paper now under discussion, and in others of a similar character.

If the American reader looked for any big advertisements for great dry good stores he would be disappointed to find nothing of the kind he has been used to. There are, however, a large number of all sorts of announcements, and the wonder to those who think is how some of the advertisers can get much good from the publicity, because they jostle one another in a most confusing fashion. In the April 12 issue of the *News of the World* there are some 179 advertisements, excluding the want advertisements, which would more than treble the number, and these will be referred to further on. Of the 179 advertisements one quarter are for medicine, false teeth, or something of that description. Think for a moment and realize that

one advertisement in four is a medical advertisement, and then learn the fact that so-called cures are offered for headache, skin diseases, asthma, consumption, heart disease, deafness, indigestion, nervous exhaustion, gout, rheumatism, fits, and many other troubles. The space, in some cases, is only a single column inch, and in others the announcement occupies a half double column or rather more.

The three biggest medical advertisements are those for "Phosfenal," Antexema and Zam-buk, and the first of these consists of a portrait of the giver of a testimonial, a few introductory sentences and the testimony itself, followed by a few further facts, including the names of the various illnesses which it is claimed Phosfenal will cure. The Antexema advertisement is headed "CERTAIN CURE FOR ECZEMA."

The Zam-buk advertisement, which is also offered as a remedy for skin complaints, is headed "FESTERING SORES," and the main thing in the advertisement is a portrait and a testimonial, together with facts as to how to obtain the preparation, the offer of a free trial, and other similar information.

The medicine advertisements are only a little ahead of those for amusements, which number 42, and then advertisements for excursions and for clothing come a long way behind, with 13 examples each. There are nine cycle advertisements in addition to those amongst the want advertisements, and there is the same number of advertisements for furniture; and those for carpets and li-nola are included under this heading. There are also the advertisements of money lenders, bookmakers, jewelers, baby car manufacturers and many others, but the food announcements, including those for infants' foods, only number five.

There is only one conspicuous competition advertisement and that is combined with the sale of 36 packets of garden seed, at 2d. each, coupled with offers of £1,200 in cash and £10,000 in free

gifts. The actual scheme is apparently discovered when the money is received, but it is curious that so few scheme advertisements are appearing just now. There is one type of advertisement that is really so curious that it is worthy of passing notice. We are all, of course, familiar with the supply of goods on the installment plan, the custom being to supply the goods on a first payment, but during the last few years another scheme has grown up and is apparently successful, though why it should be successful is puzzling. The following is the wording of one of these advertisements:

6D. WEEKLY.

215. Ostrich Boa: 8s. 6d.

This lovely real Ostrich Feather Boa, 60 inches long. Colors: White, Gray, Black and White, Natural and White. As an advertisement sent to any address on receipt of 1s. deposit and upon last payment 17 weeks, 6d. weekly, making 9s. 6d.; cash price with order 8s. 6d. Also extra fine quality, 72 inches long, White Cocque Feather Boa, very full, same price and terms, FREE PRESENT GIVEN.

Perhaps someone can explain why anyone should pay 9s. 6d., by installments, for a boa that can be purchased for cash for 8s. 6d., without obtaining possession of the article until the last payment is made. The purchaser actually goes on making payments for four months, the firm has the use of the money during the time, and yet a higher charge is made than would otherwise be the case. One can understand having to pay interest on unpaid money for goods that are in the purchaser's hands, but paying heavy interest to a firm for minding your money is a most extraordinary idea.

The Want advertisement page is divided under the following headings: Personal, Houses and Shops to be Let or Sold, Seaside Apartments, etc., Situations Wanted or Vacant, Musical Instruments for Sale, Cycles and Accessories, Poultry and Cage Birds, The Garden (seeds and plants), Fish for Sale, Competitions (solutions to puzzles appearing in other papers), Miscellaneous Sales and Wanted. Under the last heading will be found advertisements for Field Glasses, Jew-

elry, Clothing, Guns, Cutlery, Pottery, Picture Postcards, Remnants, Lace, Remedies, Confetti, Old and Broken Electric Lamp Tops, Confectionery, Starch Glaze, Mail Carts, Portable Ovens for Bakers and Confectioners, Fittings for Fried Fish Shops, and all sorts of other things. This review of an average issue of the *News of the World* gives some idea of the goods that interest the English working classes; and if, in a few hundred years' time, a copy of the paper were to be dug up it would be found easy to discover, from its study, what were the pursuits and habits of the English lower classes in 1908.

F. W. SEARS.

#### BOSTON ITEMS.

A list of agricultural papers has been made up by the Barber Agency covering the fall appropriation of the Dighton Furnace Co., Concord, Mass. The contracts will go out early in the summer.

Reading notices advertising the Sunday edition of the *Boston Globe* are going out to a select list of newspapers through the Van Cleve Agency. The Saturday editions of the other Boston papers carry large advertising for the *Sunday Globe*.

The Irving P. Dodge Agency is placing five hundred inch orders in newspapers throughout New England for the advertising of L. Diamond Company. Copy for forty inches has been sent out on contracts. Cash in advance dealings are advised.

Newspapers are receiving contracts from Wood, Putnam & Wood for Regal Hair Life. A. E. G. Greenleaf has charge of the account. Mr Greenleaf has closed a contract for the advertising of the Courtenay Mills. Small copy is being used and is going mostly into the women's publications at present.

Walter Baker & Company are making up their list of publications for fall and winter advertising. The New England list will be materially decreased, while more money will be expended in the southern and far western States. In addition, it is planned to use a large list of magazines and women's publications.


M. V. Putnam of Wood, Putnam & Wood is placing the New England advertising of Schlitz Beer. Dailies and weekly papers are being used. Allen Wood, of this agency, is handling the appropriation for the Elba Chemical Company of Baltimore, Md. Newspapers in cities where the goods are on sale are receiving contracts.

# A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1907 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1907 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1908 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (\*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

 The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

## ALABAMA.

**Birmingham, Ledger, dy.** Average for 1907, **\$1,861.** Best advertising medium in Alabama.

**Gadsden, Evening Journal, dy.** Average 1907, **2,468;** largest in Alabama north of Birmingham.

**Montgomery, Journal, dy.** Aver. 1907, **9,464.** The afternoon home newspaper of its city.

## ARIZONA.


**Phoenix, Republican, Daily** aver. 1907, **6,519.** Leonard & Lewis, N. Y. Reps., Tribune Bldg.

## ARKANSAS.

**Fort Smith, Times, Daily** average 1907, **4,188.** Largest circulation in city of 35,000.


**Little Rock, Arkansas Gazette, morning.** 1907 average **15,427.** The State paper.

## CALIFORNIA.

 **Oakland, Enquirer.** (Consolidation Enquirer and Herald) Average April, 1908, **49,498.** Largest circulation in Oakland guaranteed.


## COLORADO.

**Denver, Post.** Like a blanket it covers the Rocky Mountain region. Circulation—Daily **\$2,800, Sunday 84,411.**

 **The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.**

## CONNECTICUT.

**Bridgeport, Evening Post.** Sworn daily, year 1907, **11,945.** Sworn daily, March, **12,495.**

 **Bridgeport, Morning Telegram, daily.** Average for April, 1908, sworn, **12,251.** You can cover Bridgeport by using Telegram only. Rate, 1½¢ per line, flat.

**Bridgeport, Standard, evening.** The quality paper. Actual average 1907, **6,200** copies.

**Meriden, Journal, evening.** Actual average for 1908, **7,580.** Average for 1907, **7,748.**

**Meriden, Morning Record and Republican.** Daily average 1906, **7,672;** 1907, **7,769.**

**New Haven, Evening Register, dy.** Annual sworn aver. for 1907, **15,720;** Sunday, **12,104.**

**New Haven, Leader.** 1907, **8,727.** Only ev'g Republican paper. J. McKinney, Sp. Agt. N. Y.

**New Haven, Palladium, dy.** Aver. '06, **9,549;** 1907, **9,570.** E. Katz, Special Agent, N. Y.

**New Haven, Union.** Average 1907, **16,548.** E. Katz, Special Agent, N. Y.

**New London, Day, ev'g.** Aver. 1906, **6,104;** average for 1907, **6,547;** March, 1908, **6,705.**

**Norwalk, Evening Hour.** April circulation exceeds **8,500.** Sworn statement furnished.

**Waterbury, Republican.** Av. 1907, **6,868** morn.; **4,400** Sunday. Feb., '08, Sun., **5,022.**

## DISTRICT OF COLUMBIA.

**Washington, Evening Star, daily** and Sunday. Daily average for 1907, **55,486** (© ©).

## FLORIDA.

**Jacksonville, Metropolis, dy.** Average 1907, **10,880.** E. Katz, Special Agent, New York.

**Tampa, Tribune, morning.** Average 1907, **12,616.** Largest circulation in Florida.

## GEORGIA.

**Atlanta, Journal, dy.** Av. 1907, **51,144.** Sunday **56,882.** Semi-weekly **68,275.** The Journal covers Dixie like the dew.

## IDAHO.

**Boise, Evening Capital News, d'y.** Aver. 1907, **5,868;** Actual circulation, Dec. 1907, **6,070.**

## ILLINOIS.

**Aurora, Daily Beacon.** Daily average for 1906, **6,454;** 1907, **6,770;** 4 months, 1908, **7,089.**

**Chicago, The American Journal of Clinical Medicine, mo.** \$2.00, the open door to the American Doctor, and through him to the American Public. Av. circ'n for past 3 years, **40,000.**

**Chicago, Breeder's Gazette, weekly.** \$2. Aver. circulation for year 1906, **70,000.** For year ended Dec. 25 1907, **74,755.** 4 mos. '08, **74,859.**

**Chicago, Commercial Telegraphers' Journal, monthly.** Actual average for 1907, **15,000.**


**Chicago, Dental Review, monthly.** Actual average for 1906, **4,001;** for 1907, **4,018.**

**Chicago, Journal Amer. Med. Ass'n, weekly.** Ac. for '07, **52,917;** Jan., Feb., Mar., '08, **53,057.**



**Chicago, National Harness Review, monthly.** 5,000 copies each issue of 1907.

**Chicago, Record-Herald.** Average 1907, daily 151,564; Sunday 216,464. It is not disputed that the Chicago Record-Herald has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

 The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

**Chicago, The Tribune** has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©).

**Galesburg, Republican-Register.** Ap. 6,887. Exam. A. A. Seaver. 50% more than other daily.

**Joliet, Herald, evening and Sunday morning.** Average for year ending April 30, 1907, 7,871.

**Peoria, Evening Star.** Circulation for 1907, 21,659.

### INDIANA.


**Evansville, Courier.** Sworn daily circulation—average for 1907, 17,018. Average for 1908 (first months), 17,672. Circulation guaranteed to be largest in Evansville. Smith & Budd, Representatives, New York, Chicago and St. Louis.

**Evansville, Journal-News.** Av. for 1907, 18,188. Sundays over 18,000. E. Katz, S. A., N. Y.

**Notre Dame, The Ave Maria.** Catholic weekly. Actual net average for 1907, 26,112.

**Princeton, Clarion-News.** daily and weekly. Daily average 1907, 1,577; weekly, 2,641.

**Richmond, The Evening Item.** daily. Sworn average net paid circ. for 12 months ending Dec. 31, 1907, 5,089. More rural route subscribers than any paper circulated in Wayne County. The Item goes into 80 per cent of the Richmond homes. No street sales. Uses no premiums.

 The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

**South Bend, Tribune.** Sworn average Apr. 1908, 9,664. Absolutely best in South Bend.

### IOWA

**Hurlington, Hawk-Eye.** daily. Aver. 1907, 8,987. "All paid in advance."

**Council Bluffs, Nonpareil.** Average six months ending April 30, 18,287. Morning—Evening—Sunday. Only daily in City. Can't be covered otherwise.

**Davenport, Times.** Daily aver. Apr., 14,028. Circulation in City or total guaranteed greater than any other paper or no pay for space.

**Des Moines, Capital.** daily. Lafayette Young, Publisher. Circulation for 1907, 41,582. Late 70 cents per inch flat. If you are after business in Iowa, the CAPITAL will get it for you. First in everything.

### KANSAS.

**Hutchinson, News.** Daily 1908, 4,260; 1907, 4,670. E. Katz, Special Agent, N. Y.

**Lawrence, World.** daily. Actual average for 1907, 4,317.

**Pittsburg, Headlight.** dy and wy. Average 1907, daily 6,328; weekly 5,547.

### KENTUCKY.

**Lexington, Leader.** An '06, avg. 5,157. Sun, 6,798; for '07, eve'g, 5,890. Sp. 7,102. E. Katz

### MAINE.

**Augusta, Comfort.** mo. W. R. Gannett, pub. Actual average for 1907, 1,394,488.

**Augusta, Maine Farmer.** whly. Aver. for 1907, 14,128. Rates low; recognized farmers' medium.

**Bangor, Commercial.** Average for 1907, daily 10,918; weekly, 28,482.

**Phillips, Maine Woods and Woodman.** weekly. I. W. Brackett Co. Average for 1907, 8,012.


**Portland, Evening Express.** Average for 1907, daily 18,514. Sunday Telegram, 8,555.

**Waterville, Sentinel.** 1907 average, 8,418 daily. The fastest growing paper in Maine.

### MARYLAND.

**Baltimore, American.** Daily average for 1907, 75,652; Sun., 91,909. No return privilege.

**Baltimore, News.** daily. Evening News Publishing Company. Average 1907, 77,748. For April, 1908, 80,424.

 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

### MASSACHUSETTS.

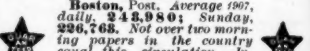
**Boston, Evening Transcript.** (©). Boston's tea table paper. Largest amount of week day adv.



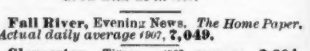
**Boston, Globe.** Average 1907, daily, 181,844; Sunday 208,208. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.



**Human Life, The Magazine About People.** Guarantee and proves over 250,000 copies in thly.



**Boston, Post.** Average 1907, daily, 228,980; Sunday, 226,768. Not over two morning papers in the country equal this circulation. Including morning, evening and Sunday papers in comparison, not over six American newspapers approach the circulation of the Daily and Sunday editions of The Boston Post. "Grow with us in 1908."



**Fall River, Evening News.** The Home Paper. Actual daily average 1907, 7,040.

**Gloucester, Times.** 1907 average, 7,804. Read by 95 per cent of Cape Ann readers.

**Lynn, Evening Item.** Daily sworn av. year 1908, 15,068; 1907, average, 16,522. The Lynn family paper. Circulation unapproached in quantity or quality by any Lynn paper.

**Worcester, Gazette.** eve. Av. 1907, 14,682 dy. Largest eve. circ'n. Worcester's "Home" paper.

**Worcester, L'Opinion Publique.** daily (©). Paid average for 1907, 4,586.

**Worcester, Telegram.** morning. 26,827 in 1907. Largest in State outside Boston.

### MICHIGAN.

**Bay City, Times.** evening. Average for 1907, 11,054 copies, daily, guaranteed.

**Jackson Patriot.** Average Feb. '08, daily 8,558, Sunday 9,548. Greatest net circulation.

**Saginaw, Courier-Herald.** daily, only Sunday paper; aver. for 1907, 14,749. Exam. by A. A. A.

**Saginaw, Evening News.** daily. Average for 1907, 20,587; April, 1908, 19,662.



**MINNESOTA.**

**Minneapolis.** Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Aver. for 1907, **\$2,074.**

**Minneapolis.** Farm Stock, and Home, semi-monthly. Actual average 1905, **\$7,187**; average for 1906, **100,266**; for 1907, **108,588.**

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. The it to reach section most profitably.

**Minneapolis.** Journal, Daily, every evening and Sunday (9 @). In 1907 average daily circulation, **76,861.** Evening only. In 1907 av. Sunday circ., **72,578.** Daily average circulation for Apr., 1908, **76,712.** Average Sunday circulation for April, 1908, **74,602.** The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any paper in its field and to reach the great army of purchasers throughout the Northwest. The Journal brings results.

**Minneapolis.** Svenska Amerikanska Posten. Swan J. Farnblad, pub. 1907, **54,262.**

**St. Paul.** Pioneer Press. Net average circulation for 1907—Daily **85,716.** Sunday **85,465.** The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

**Missouri.**  
**St. Louis.** National Druggist, mo. Henry R. Strong, Editor and Publisher. Aver. for 1907, **10,570** (9 @). Eastern office, 39 Maiden Lane.

**St. Louis.** National Farmer and Stock Grower, mo. Actual average for 1907, **104,666.**

**Nebraska.**  
**Lincoln.** Deutsch-Amerikan Farmer, weekly **148,245** for year ending Oct. 30, 1907.

**Lincoln.** Freie Presse, weekly. Average year ending Sept. 23, 1907, **142,989.**

**New Hampshire.**  
**Nashua.** Telegraph. The only daily in city. Average for 1907, **4,371.**

**New Jersey.**  
**Asbury Park.** Press. 1907, **5,076.** Gained average of one subscriber a day for ten years.

**Camden.** Daily Courier. Actual average for year ending December 31, 1907, **9,601.**

**Elizabeth.** Journal. Av. 1905, **6,515**; 1906, **7,847**; 1907, **8,511**; Jan., '08, **9,479.**

**Trenton.** Evening Times. Av. 1906, **14,257**; aver, 1907, **20,370**; last  $\frac{1}{4}$  yr. '07, aver **20,409.**

**New York.**  
**Albany.** Evening Journal. Daily average for 1907, **16,895.** It's the leading paper.

**Brooklyn.** N. Y. Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Daily average for year 1907, **52,697.**

**Brooklyn.** Weekly Record, weekly, 2 cents. Aver. for year 1907, **6,112.** A want ad medium.

**Ruffalo.** Courier, morn. Av. 1907, Sunday, **91,447**; daily, **81,604**; Enquirer, even. **84,570.**

**Ruffalo.** Evening News. Daily average 1905, **94,690**; for 1906, **94,743**; 1907, **94,848.**

**Mount Vernon.** Argus, evening. Actual daily average for year ending April 30, 1905, **4,416.**

**Newburgh.** Daily News, evening. Average circulation first quarter 1908, **6,008.** Circulates throughout Hudson Valley. Examined and certified by A.A.A.

**New York City.**  
**New York.** Army and Navy Journal. Est. 1863. Weekly average, 4 mos. to April 25, '08, **10,185.**

**Automobile.** weekly. Average for year ending Dec. 1907, **17,005.**

**Baker's Review.** monthly. W. R. Gregory Co., publishers. Actual average for 1907, **8,784.**

**Bensinger's Magazine.** the only popular Catholic Family Magazine published in the United States. Circulation for 1907 **64,416**; 50c. per agent line.

**Clipper.** weekly (Theatrical). Frank Queen Co. Cl. Mo. Ltd. Aver. for 1907, **26,641** (9 @).

**El Comercio.** mo. Spanish export. J. Shepherd Clark Co. Average for 1907, **8,888**—sworn.

**Music Trade Review.** music trade and art weekly. Average for 1907, **4,709.**

**The People's Home Journal.** **564,416** mo. Good Literature. **458,666** monthly, average circulations for 1907—all to paid-in-advance subscribers. F. M. Lupton, publisher, Inc.

**Printers' Ink,** a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1907, **7,269.**

**The Tea and Coffee Trade Journal.** Average circulation for year ending April, 1908, **9,647**; April, 1908, issue, **10,500.**

**The World.** Actual aver. for 1907. Morn., **245,442.** Evening, **405,172.** Sunday, **458,365.**

**Poughkeepsie.** Star, evening. Daily average for 1907, **5,797**; for March, 1908, **4,525.**

**Schenectady.** Gazette, daily. A. N. Hecy. Actual average for '07, **15,509**; for '07, **17,152.**

**Syracuse.** Evening Herald, daily. Herald Co. pub. Aver. 1907, daily **85,509**, Sunday **41,180.**

**Troy.** Record. Average circulation 1907, **20,168.** Only paper in city which has permitted A. A. A. examination, and made public the report.

**Utica.** National Electrical Contractor, mo. Average for 1907, **2,542.**

**Utica.** Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1907, **14,889.**

**Ohio.**  
**Akron.** Times, daily. Actual average for year 1906, **8,977**; 1907, **9,551.**

**Ashabula.** Amerikan Sanomat. Finnish. Actual average for 1907, **11,180.**

**Cleveland.** Plain Dealer. Est. 1841. Act. daily and Sunday average 1907, **74,931**; Sunday, **88,378**; April, '08, **78,251** daily; Sun., **84,706.**

**Dayton, Journal.** 1907, actual average, 21,217.

**Springfield, Farm and Fireside.** over 1/2 century-leading Nat. agricult'l paper. '07, 447,845.

**Warren, Daily Chronicle.** Actual average for year ending December 31, 1907, 2,587.

**Youngstown, Vindicator.** D'y. av. '07, 14,768; '08, 10,017; LaCoste & Maxwell, N.Y. & Chicago.

### OKLAHOMA.

**Muskogee, Times-Democrat.** Average 1906, 5,514; for 1907, 6,659. E. Katz, Agt., N.Y.

**Oklahoma City, The Oklahoman.** 1907 aver., 20,152; Apr. 1908, 24,184. E. Katz, Agent, N.Y.

### OREGON.

**Portland, Journal.** has larger circulation in Portland and in Oregon than any other daily paper. Portland Journal, daily average 1907, 23,805; for April, 1908, 29,850. Vreeland-Benjamin, Representatives, N.Y. and Chicago.

**Portland, The Oregonian** (©). For over fifty years has been the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. March circulation, daily average 23,989; Sunday average 42,587.

**Portland, Pacific Northwest, mo.** average for 1907 16,000. Leading farm paper in State.

### PENNSYLVANIA.

**Chester, Times.** ev'g d'y. Average 1907, 7,640. N.Y. office, 230 B'way. F. H. Northrup, Agr.

**Erie, Times.** daily. Aver. for 1907, 18,511; April, 1908, 18,394. E. Katz, Sp. Ag., N.Y.

**Harrisburg, Telegraph.** Sworn av. Apr. 1908, 15,222. Largest paid cir. in H'b'g or no pay.

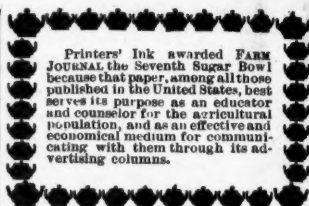
**Philadelphia, Confectioners' Journal.** mo. av. 1906, 5,514 1907, 5,514 (©).

"In  
Philadelphia  
nearly  
everybody  
reads  
The Bulletin."

NET AVERAGE FOR APRIL

256,152

COPIES A DAY.



Printers' Ink awarded **FAIRM** **JOURNAL** the Seventh Sugar Bowl because that paper, among all those published in the United States, best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns.



**Philadelphia.** The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1907, 102,993; the Sunday Press, 124,000.

**West Chester.** Local News, daily. W. H. Hodgson. Average for 1907, 15,687. In its 35th year, Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**York, Dispatch and Daily.** Average for 1907, 18,124.

### RHODE ISLAND.

**Pawtucket, Evening Times.** Aver. circulation for 1907, 17,908 (sworn).

**Providence, Daily Journal.** 17,713 (©), Sunday, 24,175 (©). Evening Bulletin 27,061 average 1907. Bulletin circulation for 1908 over 45,000 daily.

### SOUTH CAROLINA.

**Charleston, Evening Post.** Actual av. average for 1907, 4,251. March, 1908, 4,489.

**Columbia, State.** Actual average for 1907, daily (©), 18,052; Sunday (©), 18,887. Semi-weekly 2,997. Actual average for first four months of 1908, daily (©) 15,508; Sunday (©) 14,118.

**Spartanburg, Herald.** Actual daily average circulation for 1907, 2,715. Dec. 1907, 3,067.

### TENNESSEE.

**Chattanooga, News.** Average for 1907, 14,463. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more advg. in 6 days than morning paper 7 days. Greatest Want Ad. medium. Guarantees largest circulation or no pay.

**Knoxville, Journal and Tribune.** Week-day av. year ending Dec. 31, 1907, 14,694. Week-day av. Jan. and February, 1908, in excess of 15,000.

**Memphis, Commercial Appeal.** daily. Sunday, weekly, 1907 av.: Dy., 42,066; Sunday, 61,778; weekly, 80,078. Smith & Thompson, Representatives, N.Y. and Chicago.

**Nashville, Banner.** daily. Aver. for year 1906, 21,455; for 1907, 26,206.

### TEXAS.

**El Paso, Herald.** Jan. av., 9,008. More than both other El Paso dailies. Verified by A. A. A.

### VERMONT.

**Barre, Times.** daily. F. E. Langley. Aver. 1908, 2,527; 1906, 4,118; 1907, 4,535. Exam. by A. A. A.

**Bennington, Banner.** daily. F. E. Howe. Actual average for 1906, 1,980; 1907, 2,019.

**Montpelier, Argus.** daily. Av. 1907, 3,126. Only Montpelier paper exam. by A. A. A.

Rutland, Herald. Average 1907, 4,801. Only Rutland paper examined by A. A. A.

St. Albans, Messenger, dy. Average for 1907, 3,252. Examined by A. A. A.

### VIRGINIA.

Danville, The Bee. Av. 1907, 2,711. April, 1908, 5,243. Largest circ'n. Only evening paper

### WASHINGTON.

Seattle, Post-Intelligencer (©©). Av., for Feb. 1908, net—Sunday \$9,646; Daily, \$2,088; week day \$9,224. Only sworn circulator in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

Tacoma, Ledger. Average 1907, daily, 17,482; Sunday, 25,002.

Tacoma, News. Average 1907, 16,525; Saturday, 17,610.

### WEST VIRGINIA.

Piedmont, Business Farmer, monthly. Largest farm paper circulation in West Virginia.

Renovert, W. Va. News, y. Wm. B. Blake & Son, pub. Av. 1907, 2,524.

### WISCONSIN.

Janesville, Gazette. Daily average for 1907, 2,571; semi-weekly, 2,410; Apr. 08, dy., 4,518.

Madison, State Journal, dy. Actual average for 1907, 5,086.

**Milwaukee, The Journal, eve.,** ind daily. Daily average for 1907, 51,004; for April, 1908, 57,211; daily gain over Apr., 1907, 4,271. The paid circulation of the Milwaukee Journal is larger than that of any two other papers in Milwaukee, and the city circulation of The Milwaukee Journal is larger than is the combined city circulations of any three other Milwaukee dailies. The Journal leads all Milwaukee papers in classified and volume of advertising carried.

Milwaukee, Evening Wisconsin, dy. Av. 1907, 28,082 (©©). Carries largest amount of advertising of any paper in Milwaukee.

Oshkosh, Northwestern, daily. Average for 1907, 8,680. Examined by A. A. A.

Racine, Journal, daily. Average for the last six months 1907, 4,876.



### THE WISCONSIN AGRICULTURIST

Racine, Wis., Estab. 1877. Actual weekly average for year ended Dec. 30, 1907, 56,817. Larger circulation in Wisconsin than any other paper. Adv. \$2.50 an inch. N. Y. Office, Temple Ct. W. C. Richardson, Mgr.

### WYOMING.

Cheyenne, Tribune. Actual daily average net for 1907, 5,024; semi-weekly, '07, 4,310.

### BRITISH COLUMBIA.

Vancouver, Province, daily. Av. for 1907, 18,846; Feb. '07, 12,978; Feb. 1908, 15,618. H. LeClerque, U. S. Rep., Chicago and New York.

### MANITOBA, CAN.

Winnipeg, Der Nordwesten, Canada's German newspaper. Av. 1907, 16,546. Rates 66c. inch.

Winnipeg, Free Press, daily and weekly. Average for 1907, daily, 26,852; daily Apr. 1908, 25,020; weekly av. for mo. of Apr., 27,670.

Winnipeg, Telegram. Average daily. Mar. '08, 22,785. Weekly av. 27,000. Flat rate.

### QUEBEC, CAN.

Montreal, La Presse. Actual average, 1907, daily 108,828, weekly 50,197.

Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 300,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. circ. of the Daily Star for 1907, 62,887 copies daily; the Weekly Star, 129,825 copies each issue.

## THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which it Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

### COLORADO.

WANT advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

### CONNECTICUT.

MERIDEN, Conn., MORNING RECORD; old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

### DISTRICT OF COLUMBIA.

THE EVENING AND SUNDAY STAR, Washington, D. C. (© ©), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

### ILLINOIS.

THE AURORA BEACON publishes more "Want Ads" than any other Northern Illinois newspaper outside of Chicago.

THE CHAMPAIGN NEWS is the leading Want ad medium of Central Eastern Illinois.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

GALESBURG REPUBLICAN-REGISTER. Daily av. 6,337. Best in field for want ads. 1/2c. a wd.

### INDIANA.

THE INDIANAPOLIS NEWS, the best medium in the Middle West for mail-order classified advertising, carries more of it than all the other Indianapolis papers combined, its total in 1907 being 289,807 ads (an average of 919 a day)—23,331 more than all the other local papers had. The News' classified rate is one cent a word, and its daily paid circulation over 75,000.

## AN ENVIABLE RECORD.

During the year 1907 THE INDIANAPOLIS STAR carried 187,878 lines, or 626 25 columns more paid "Want" advertising than any other newspaper in the entire State. THE STAR also gained 530,967 lines, or 1,749.88 columns of classified advertising over the preceding year, 1906.  
Rate, six cents per line.

### MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

### MARYLAND.

THE Baltimore NEWS carries more want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

### MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE BOSTON GLOBE, daily and Sunday, for the year 1907, printed a total of 446,736 paid "want" ads. There was a gain of 1,979 over the year 1906, and was 230,163 more than any other Boston paper carried for the year 1907.



### MINNESOTA.

The Minneapolis JOURNAL, Daily and Sunday, carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in April, 198,142 lines. Individual advertisements, 28,092. Eight cents per square line per insertion, if charged. No ad taken for less than 34 cents. If cash companies order the rate is 1c. a word. No ad taken less than 20c.



THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

**CIRCULATION** THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening issues. Rate, 10 cents per by Am. News-line, Daily or Sunday.



ST. PAUL DISPATCH, St. Paul, Minn., covers its field. Average for 1907, 66,671.

### MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

### MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation daily for 1907, 11,064; Sunday, 16,000.

### NEW JERSEY.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

NEWARK, N. J. FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

### NEW YORK.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

BUFFALO EVENING NEWS with over 85,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

ARCES, Mount Vernon's only daily. Greatest Want Ad medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

### OHIO.

IN a list of 100 recognized classified advertising mediums, only two produced results at a lower cost than the CINCINNATI ENQUIRER. A word to the wise is sufficient. You want results.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

### OKLAHOMA.

THE OKLAHOMAN Okla. City, 24,184. Publishes more Wants than any 7 Okla. competitors.

### PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

### UTAH.

SALT LAKE TRIBUNE—Get results—Want-Ad medium for Utah, Idaho and Nevada.

### CANADA.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 45 cents.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,067, Saturdays 117,000—sworn to.) Carries more want ads than any newspaper in Montreal.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD and WEEKLY STAR carry more Want advertisements than any other weekly paper in Canada.

### THE "CHARM" THAT FAILED.

The first attempt to produce a newspaper in America was made in Boston on the 25th of September, 1690. The sheet was entitled *Public Occurrences*, and was suppressed by the authorities after the appearance of the first issue. Only one copy of that single issue is now known to be in existence and is preserved in the Public Record office in London. The aims of the venture were succinctly set forth, and among them we find the following: "That something may be done towards the Curing, or at least the Charming of that Spirit of Lying which prevails among us wherefore nothing shall be entered but what we have reason to believe is true repairing to the best fountains for our Information. And when there appears any material mistake in anything that is collected, it shall be corrected in the next."—*Ex.*

# (((GOLD MARK PAPERS)))

Out of a grand total of 22,898 publications listed in the 1907 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (G M).

## ALABAMA.

THE MOBILE REGISTER (G M). Established 1831. Richest section in the prosperous South.

## WASHINGTON, D. C.

Everybody in Washington SUBSCRIBES to THE EVENING AND SUNDAY STAR. Average, 1907, 35,486 (G M).

## FLORIDA.

JACKSONVILLE TIMES-UNION (G M). Pre-eminently the quality medium of the State.

## GEORGIA.

ATLANTA CONSTITUTION (G M). Now, as always, the Quality Medium of Georgia.

## ILLINOIS.

BAKERS' HELPER (G M). Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

THE INLAND PRINTER, Chicago. (G M). Actual average circulation for 1906, 15,866.

TRIBUNE (G M). Only paper in Chicago receiving this mark, because TRIBUNE ad brings satisfactory results.

## KENTUCKY.

LOUISVILLE COURIER-JOURNAL (G M). Best paper in city; read by best people.

## MAINE.

LEWISTON EVENING JOURNAL, daily, average for 1907, 7,784; weekly, 17,545 (G M); 7.44% increase daily over last year.

## MASSACHUSETTS.

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (G M).

BOSTON COMMERCIAL BULLETIN (G M). Reaches buyers of much mery for wool and cotton manufacturers. Est. 1859. Curtis Guild & Co., Pub.

BOSTON EVENING TRANSCRIPT (G M). Established 1830. The only gold mark daily in Boston.

SPRINGFIELD REPUBLICAN (G M). Only Gold Mark daily in western Massachusetts.

WORCESTER L'OPINION PUBLIQUE (G M). Is the only gold mark French daily in the U. S.

## MINNESOTA.

THE MINNEAPOLIS JOURNAL (G M). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## NEW YORK.

BUFFALO COMMERCIAL (G M). Desirable because it always produces satisfactory results.

ARMY AND NAVY JOURNAL (G M). First in its class in circulation, influence and prestige.

BROOKLYN EAGLE (G M) is THE advertising medium of Brooklyn.

CENTURY MAGAZINE (G M). There are few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

DRY GOODS ECONOMIST (G M). the recognized authority of the Dry Goods and Department Store trade.

ELECTRICIAL WORLD (G M). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1907 was 18,294. MCGRAW PUBLISHING COMPANY.

ENGINEERING NEWS (G M). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

THE ENGINEERING RECORD (G M). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

NEW YORK HERALD (G M). Whoever mentions America's leading newspapers mentions the New York HERALD first.

NEW YORK TIMES (G M). Actual sales over 1,000,000 a week. Largest high-class circulation.

NEW YORK TRIBUNE (G M). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

SCIENTIFIC AMERICAN (G M) has the largest circulation of any technical paper in the world.

STREET RAILWAY JOURNAL (G M). The foremost authority on city and interurban rail-roading. Average circulation for 1907 3,216 weekly. MCGRAW PUBLISHING COMPANY.

VOGUE (G M) carried more advertising in 1905, 1906, 1907, than any other magazine of gen. cir.

## OHIO.

CINCINNATI ENQUIRER (G M). In 1907 the local advertising was 33 1-3% more than in 1906. The local advertiser knows where to spend his money. The only Gold Mark paper in Cincinnati.

## OREGON.

THE OREGONIAN (G M), established 1851. The great newspaper of the Pacific Northwest.

## PENNSYLVANIA.

THE PRESS (G M) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Mark—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, for 1907, 102,993; The Sunday Press, 124,006.

## THE PITTSBURG (G M) DISPATCH (G M)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburg field. Best two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

## RHODE ISLAND.

PROVIDENCE JOURNAL (G M), a conservative enterprising newspaper without a single rival.

## SOUTH CAROLINA.

THE STATE (G M). Columbia, S. C. Highest quality, large-t circulation in South Carolina.

## VIRGINIA.

THE NORFOLK LANDMARK (G M) is the home paper of Norfolk, Va. That speaks volumes.

## WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (G M), the only gold mark daily in Wisconsin.

## CANADA.

THE HALIFAX HERALD (G M) and the EVENING MAIL. Circulation 15,558, flat rate.

THE GLOBE, Toronto (G M), is backed by 64 years of square dealing.

# Rowell's American Newspaper Directory

1908 EDITION—NOW READY

## Indispensable to the Buyer

**TO THE BUYER** of advertising space the latest edition of Rowell's American Newspaper Directory is a daily working guide.

It is an authoritative gazetteer of the 22,502 newspapers and periodicals in the United States and British North America, arranged alphabetically by States and Cities. Population, area and boundaries of each State are given, with a list of its cities ranged according to numerical importance, and a summary of all its periodicals, revised to March 30, 1908. Every place in each State where a newspaper or other periodical is published is given in its alphabetical order, with post-office name, population, geographical location, chief industries, leading railroads, nearest city or county seat, and a complete list of publications issued. The names of the latter are given, with date of publication and frequency of issue, politics and general character, form, size and number of pages, subscription price, year of establishment, editors' and publishers' names, correct street address, and a record of copies printed for a period ranging from the past five to fifteen years. The latest circulation rating is given in figures where the publisher has supplied information concerning same, or is estimated where such information has not been forthcoming.

It gives a separate list of all periodicals having more than 1,000 circulation, and of all newspapers having a Sunday issue.

It gives a separate list of all Religious Journals, grouped according to denomination and geographical location.

It gives a separate list of all Agricultural Journals, according to subject treated, such as General Agriculture, Live Stock, Horticulture, Floriculture, Dairying, etc., arranged geographically.

It gives separate lists of all Medical, Legal, Architectural, Scientific and Professional Journals, grouped according to specialties and arranged geographically.

It gives separate lists of all publications in Foreign Languages, arranged lingually and geographically; and of all publications devoted to subjects such as Education, Household, Children, Art,

Cloth and gold: over 1,500 pages;

### THE PRINTERS' INK

10 Spruce Street,

- - - - -



PRINTERS' INK

# n Newspaper Directory

—NOW READY FOR DELIVERY

## Buyer of Advertising Space

Music, Literature, Drama, Sports, Society, History, Biography, Sanitation, Army and Navy, Temperance, etc.

It gives separate geographical lists of publications all issued by Labor, Fraternal, College and similar organizations.

It gives separate lists of publications devoted to Commerce and Finance, Insurance, Exporting, Manufacturing, Merchandizing, Mining, Engineering, Railroad, Real Estate, etc.

It gives separate lists of all journals devoted to special departments of Industry and Business, such as Textiles, Drugs and Chemicals, Electricity, Furniture, Hardware, Leather, Shoes, Jewelry and Watchmaking, Paper, Printing, Photography, Milling, Provisions, Groceries, Plumbing, Heating, Tobacco, Hotels, etc.

It gives statistical tables, showing the number of daily, tri-weekly, semi-weekly, weekly, tri-monthly, bi-weekly, semi-monthly, semi-quarterly, bi-monthly and quarterly publications issued in each State and Territory.

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Rowell's American Newspaper Directory is the oldest work of its kind in the world, its establishment dating from 1869. It was the first. During its forty years of publication it has been the most accurate, complete and impartial. It is the only Newspaper Directory in the world that has steadily maintained a standard definition of circulation, and is now the only one published independently as a reference work pure and simple, free of all business connections with advertising agencies, publishers and commercial interests whatsoever. In no other place can an advertiser, advertising manager or advertising agent get access to so vast and accurate a body of information about American newspapers and newspaper circulation; and it is difficult to conceive of any general or special information about the periodicals of the United States and Canada that may not be instantly found in this book of over 1,500 pages.

00 pages; \$10 net cash, sent prepaid.

INK PUBLISHING CO.

•   •   •   •   •   New York City



## PRINTERS' INK.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

OFFICE: NO. 10 SPRUCE ST.,  
NEW YORK CITY.  
Telephone 4779 Ereman.

President, ROBERT W. PALMER.  
Secretary, DAVID MARCUS.

Treasurer, GEORGE P. ROWELL.

The address of the company is the address of the officers.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from electrotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

### ADVERTISING RATES:

Advertisements 20 cents a line, pearl measure 15 lines to the inch (\$3); 300 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, May 27, 1908.

ADVERTISE truths—they are less expensive.

A CAMPAIGN of misrepresentation is usually followed by a receiver's sale.

Low prices are not good in themselves, but only when they are coupled with rare values.

A SUCCESSFUL business generally reflects its proprietor's attitude on the advertising question.

THE only publication in the whole State of Louisiana which submitted a satisfactory detailed statement of copies printed to the 1908 edition of Rowell's American Newspaper Directory was the *Southwestern Presbyterian*, of New Orleans, which is credited with an average weekly issue of 5,198 copies.

"WINK at the grocer" made trouble last summer. But now a Boston concern winds up its ad with even a more alarming suggestion. "Ask us for the name of your nearest druggist—he has a luscious brick just waiting for you," is the way the thing is put. In this case, though, the brick is made of ice cream, and the advertiser is creating sales for frozen dessert in handy form.

## Railroad

### Copy

Railroads advertise not only scenery, but equipment. Some of the recent ads are ingenious. Dining-car service and signal systems form talking points. The Alton features its concrete ties, which have a good deal of interest, because a separate line of these ties is laid under each rail instead of the familiar tie that goes clear across the track. The Lackawanna took large newspaper space recently to advertise the certified milk served on its trains. For a year or more there has been wide discussion of milk, safe and unsafe, and the milkmen are doing advertising on their own account. The Lackawanna therefore buys, for its dining-cars, Quarry Farm milk bearing a certificate of inspection under a film of paraffin wax that holds the cap in place. The waiter brings it to the table with the seal intact, and half-pint bottles are also sold to passengers in the day-coaches. This attention to the day-coach passenger goes a bit further. For in advertising its crack trains the Lackawanna mentions comforts found in day-coaches, such as high-back seats. Here is a point that passenger agents may see more clearly some day—that all their advertising, good as it has been, is yet of a snobbish caste. All the pictures, descriptions and glowing adjectives have been lavished on the crack trains, and in picturing the happy state of the passenger who goes in the Pullman drawing-room across the continent on the Limited. When will railroad advertising make a direct appeal to the passenger in the day-coach, taking a few hours' journey?

ROBERT MACQUOID, New York Special, has added the Altoona, Pa., *Times* to his list.

THE New Orleans *World* has been placed in the hands of a receiver.

MATTHEW R. THOMPSON, who has been with Frank R. Northrup, New York, for the past four years, has become solicitor for Smith & Wilberding.

C. C. LANE, who has been for several years advertising manager for Ginn & Co., the publishing house, has accepted a position as director of publicity of Harvard University. Heretofore all the advertising of the different departments of the University have been in the hands of the Deans. Mr. Lane plans to combine the advertising and handle it in a systematic way from one office.

THE Syracuse *Post-Standard*, represented in the foreign field by Paul Block, carried more foreign advertising in March than in any previous month in the history of the paper, and April business exceeded that of March.

THE Saginaw *Courier-Herald* has recently installed a new Hoe two-deck press, ordered a fifth two-letter linotype, and raised its price to two cents a copy. Its publisher claims that it goes into more homes and prints more local advertising than all the other papers in the town.

THE Harriman Railroad lines of Oregon, in conjunction with the Oregon Agricultural College, have operated a Farming Demonstration train this month in the great wheat belt in the eastern part of the State. The object was to further the improvement of agricultural conditions in this territory through lectures by members of the college faculty. The *Pacific Northwest* will have a complete account of the trip in the June issue, written by Philip S. Bates, the publisher, who accompanied the demonstration party.

**Lewis Wins Again** E. G. Lewis, persecuted for four years, has at length been acquitted in the United States District Court of the charge of using the mails with intent to defraud, in promoting the People's United States bank in 1904. The case did not even go to the jury, the judge directing that a verdict of not guilty be returned. Following his acquittal from the bench, Mr. Lewis announced that the bank will be re-organized, and that plans to this end are already well under way.

Edwin C. Madden's printed account of the case is a little lurid, perhaps, in some of its details, but the facts are there, and give the reader an insight of the methods employed by the people's servants at Washington in attacking this publisher and business man. PRINTERS' INK is glad indeed to be able to record his acquittal in the fraud case, which, together with the removal of second-class rights from two of his publications, has resulted in untold loss to Mr. Lewis.

**100 Years Between Them** The Newark, N. J., *Freie Zeitung* observed the fiftieth anniversary of its foundation recently by publishing a Golden Jubilee Number of one hundred and forty pages. The historical matter which it contains was over a year in preparation. The *Freie Zeitung* exhibits its progressive spirit, also, by moving into a new building, where the paper will be printed upon a \$10,000 Duplex press. During its whole existence the ownership of the paper has resided in the Prieth family.

Another paper that has just passed the half-century mark is the La Crosse, Wis., *Nordstern*, which also issued an Anniversary Number which is exceedingly creditable. The *Nordstern* is the weekly edition of the *Abendstern*.

THE annual Contractors' Number of the *Engineering Record* contained a total of 360 pages, of which 104 were devoted to reading matter. The issue contained more net paid advertising than the Contractors' Number of a year ago.

THE new Canadian edition of *Collier's* has already gained popularity. Each issue has several pages of Canadian editorials, written by a Canadian editor, on Canadian topics. Special illustrations and articles appear in addition to the regular matter which finds place in the general edition.

THE regular monthly meeting of the Representatives Club was held in the Continental Hotel, New York, May 11th. About forty members were present. The subject for discussion was "Should the advertiser or advertising agent receive the greater efforts of the solicitor?" Interesting papers were read by Mr. Izor of *Uncle Remus' The Home Magazine*, Mr. Hall of the *Woman's Home Companion* and Mr. Lee of *Success Magazine*.

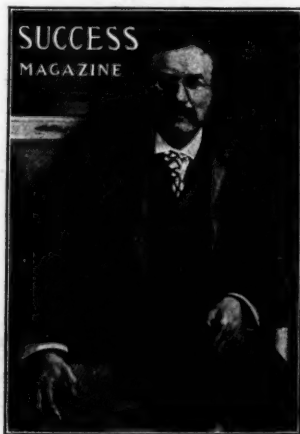
### Perforation of Stamps

The Postmaster-General of the United States has issued the following Order permitting the perforation or puncturing of postage and special delivery stamps, as a means of identification to prevent theft, but absolutely forbidding the use of such perforation for advertising purposes:

"United States postage stamps, to be acceptable for postage, must be absolutely without defacement: *Provided*, That for the purpose of identification only, and not for advertising, it shall be permissible to puncture or perforate letters, numerals or other marks or devices in United States postage and special-delivery stamps. The punctures or perforations shall not exceed one thirty-second of an inch in diameter, and the whole space occupied by the identifying device shall not exceed one-half inch square. The puncturing or perforating must be done in such manner as to leave the stamp easily recognizable as genuine and not previously used. The use of ink or other coloring matter in connection with such puncturing or perforating is prohibited."

THE Chicago, Ill., *Daily Farmers' and Drovers' Journal* has been elected to membership in the American Newspaper Publishers' Association.

THE Philadelphia German Daily Gazette Publishing Company has purchased the title, good will and Associated Press franchise of the *German Demokrat* and the *Neue Welt*, the Sunday issue of the *Demokrat*. The *Demokrat*, hereafter, will be published as a distinct evening paper, and the *Neue Welt* will be consolidated with the *Sonntag Gazette* and will be known as heretofore as the *Sonntag Gazette*. At the same time, the Gazette Company will continue its own morning, afternoon and weekly publication. Gustav Mayer, president of the purchasing company, is one of the most progressive German publishers in the country, and the *Gazette* has long ranked as a leading daily in the Philadelphia field.



The portrait of President Roosevelt on the cover of the May *Success Magazine* is a reproduction of the painting by George Burroughs Torrey. It was loaned to the magazine by Paul Morton, president of the Equitable Life Assurance Society, at the request of Mr. Roosevelt.

# The Idea Behind Collier's

It is the idea behind **Collier's** that has made it "*The National Weekly*."

That idea is:

To give the average American—irrespective of party or creed or section—a paper

In whose Editorial *Honesty* he can believe,

On whose *Information* he can rely,

Whose Stories will be by the *Best* writers, *worth reading*,

Whose Pictures will be by the *Best* artists, *worth framing*.

A paper which he will *welcome into his home* each week as he would a *friend*—an interesting, entertaining, *well-informed* friend upon whose word he can rely.



**Collier's, *The National Weekly***

418 West Thirteenth Street, New York City

THE English edition of *Scribner's Magazine* now contains a shopping guide section which contains some very good English accounts. The idea is to assist American visitors in shopping by means of an introduction card, supplied by Scribners.

THE advertising copy which appears in the classified department of PRINTERS' INK from time to time for the Right Advertising Company, of Easton, Pa., is deserving of special mention. If the company can do as well for clients as for themselves, they will succeed in building a very successful business. George Stubblebine, the manager, is an advertising man with department store and general experience. Associated with him, chiefly in a consulting capacity, is C. R. Lippmann, advertising manager of the Genuine Bangor Slate Company. The business has been located in an inland town in order that it may be in closer touch with the consuming public than would be possible if it were located in a metropolitan center.

FORMERLY it was only the price of a cigar that got attention in advertising, apart from the brand. But now, with wide copying of Havana shapes in domestic cigars, size is a prime consideration. So some advertisers make it clear that their cigars are full-grown and man's size, showing them beside a foot-rule, or giving dimensions in inches. By the way, why has it never occurred to the cigar manufacturer to give a little advertising space to talks about the economies in cigar shapes? The most widely sold Havana in this country is the "perfecto." The word stands for standard and elegance in domestic goods, too. Yet the "perfecto" is, considered from the standpoint of price, calibre and burning capacity, perhaps the most costly cigar that a man can buy. He can get about twice as much smoke and real enjoyment out of smaller shapes. Here is a field worth looking into.

It is no crime to borrow ideas if you would improve upon them.


**Guaranteed To Wear** The "Holeproof" idea is spreading rapidly among clothing advertisers. The Square Wear Collar Company, Troy, N. Y., advertises not only a half-dozen men's collars in a box for a dollar, thus cutting directly into the standard two-for-a-quarter trade, but puts into each box a guarantee that the goods will wear free from cracks, saw edges or torn buttonholes for four months, and agrees to replace them with new goods if they give out within four months from date of purchase. Considering the fact that most of the wear of a collar is in the laundry, and the extremely diverse character of steam laundries throughout the country, this seems like a large guarantee. But the company doubtless knows what it is about. Vigorous advertising in the collar trade, inaugurated a year or more ago by Van Zandt, Jacobs & Co., with their two-for-a-quarter linen goods, has led to greatly increased expenditure on the part of Cluett, Peabody & Co., which is the largest concern in the whole trade. The militant two-for-a-quarter houses have also moved conservative Earl & Wilson to take the radical step of putting on the market a two-for-a-quarter cotton collar. The latter house has heretofore made only twenty-five cent linen goods. These, by the way, have never been advertised aggressively—at least, no such advertising of high-grade goods has been done as in the medium-price field. With all this collar education, why doesn't somebody undertake to show men why it is worth while to get into the quarter-dollar class? Another "Holeproof" offer is that of the Gordon Mfg. Co., New Rochelle, N. Y. Gordon suspenders are advertised largely on points of durability and wear. If the ends of a pair break within one year after purchase, the company gives new ends—they are adjustable. If any other part of the "galluses" breaks, a new pair is substituted.

HARRY J. WESTON, well-known in Australia as a successful commercial artist, has joined Walter Burke in forming the advertising firm of Burke & Weston, at Sydney. Mr. Burke has long been in the advertising business.

BEGINNING June 1st the New Orleans *Times-Democrat* will handle its foreign business from the home office.

GUY W. ESKRIDGE, formerly of the Freeman-Eskridge Advertising Agency, of Richmond, Va., called upon PRINTERS' INK last week. One of Mr. Eskridge's successful campaigns has been that conducted for the Planters' National Bank, of Richmond. The advertising manager of this bank states that during the first three months of the advertising the deposits in the savings department increased at the rate of ten per cent a month. Several of the bank advertisements are reproduced below:

### Marketing the Tobacco Crop



After the re-inbursement for the money expended and the labor applied to the crop, there is absolutely only one sure and safe way of retaining a portion. This particular plan is worthwhile unless carried out with a willingness on your part. With that willingness you can accomplish much. The explanation—An account in the SAVINGS DEPARTMENT PAYING 2 per cent, compounded semi-annually. Your location is of little consequence. Particulars personally or by mail.

**PLANTER'S NATIONAL BANK**  
CAPITAL & RESERVES  
\$1,000,000.00  
DEPOSITS AND UNDEVELOPED PROFITS  
\$1,000,000.00  
RICHMOND, VA.


### With Our Help You Can Make Money Grow

We have particular system which will practically eliminate 50 per cent. of your financial worries and will actually make your money grow.

Forty-two years of successful banking fully demonstrates that our methods are absolutely safe and at the same time proves conclusively that we offer undeniable evidence of our strength and conservative methods. An explanation will be given upon request.

**Planters National Bank**  
Capital and Surplus \$1,300,000  
RICHMOND, VIRGINIA.

### Ladies Residing in the Country



You can "BANK BY MAIL" as easily and profitably as any one. Your accounts receive the same prompt attention and your money the same prompt rate of interest. These few cents which you can occasionally accumulate are greatly accumulated if in our possession. This system applies to you, and your location means nothing. A special department is provided for your convenience. Information upon request. A standing invitation for you to call when in the city.

**PLANTER'S NATIONAL BANK**  
CAPITAL & RESERVES  
\$1,000,000.00  
DEPOSITS AND UNDEVELOPED PROFITS  
\$1,000,000.00  
RICHMOND, VA.

### A REQUEST



Our most handsomely illustrated booklet, printed in three colors and embossed in gold is just off the press.

The object is to primarily call your attention to our strength, responsibility and unlimited facilities for the handling of your business. The system of "Banking by Mail" is fully explained and the entire work is well worth perusing.

A copy upon request.

### BRINGS THIS

## A LONG HEAD ON YOUNG SHOULDERS.

Seldom do we see a youth of sixteen entering into active competition with his elders in the business world, yet that is what a boy of East St. Louis, Ill., has done, and the story of how he distanced his rivals and built up a solid establishment is one that will appeal to all admirers of "Young America," and is withal, not without its lessons.

The story began about three years ago, at which time the youth in question, McKinley Edmiston by name, started to deliver the St. Louis Sunday morning papers. One day he heard that the owner of the branch where he bought his papers wanted to sell out, having failed to make the business pay. Edmiston felt that it ought to pay, and secured a loan of \$5 from his father, with which he bought the branch and moved it to his cellar. By close attention he built up the circulation until it was on a paying basis.

About this time he heard opportunity again knocking at the door—it came to his ears that the St. Louis papers were not satisfied with their representative at the Collinville Avenue branch, "and so," said Edmiston to a PRINTERS' INK reporter, "I applied for the branch and got it. I moved that branch to my cellar, also, and handled all the St. Louis papers. Soon I found the cellar becoming too small for the growing business, and looked up the owner of the old car in which the Collinville Avenue branch was formerly located. He wanted forty dollars for it, which I gave him. I also purchased his whole stock of confectionery, stationery, cigars, magazines and notions for a hundred dollars. Business was good and I got my brother Clyde to help me run it. Then the site on which the car stood was wanted for some stores, so we moved across the street. When the new building was finished, we rented one of the stores for \$40 a month. At this time my father resigned a \$150 position with the State

government, and took charge of the store."

That Edmiston continually had an "eye to business" may be judged from the fact that the firm prospered,—so much so that last October they sold out for \$3,000. Then they opened a new place in a better location,—at the foot of the Eads bridge, near the car junction,—paying this time, a rental of \$100 a month. About this time Edmiston began attending a business college in St. Louis, and no longer devoted his whole time to the business.

At the store now they handle newspapers, magazines and a complete line of notions. In front of the store they have a baseball score board, and secure scores from all over the country by telephone. The newspaper business became small in comparison with the sale of other goods, and was really, said Edmiston, more trouble than it was worth. Rather than abandon it, however, they determined to use it for its advertising value, and hit upon the scheme of giving a paper with each purchase. The customer is given his choice of any of the St. Louis papers, and gets the habit of making his purchases there, becoming a regular patron. Because of the success of this plan, or for self-protection, a number of stores in the neighborhood now do likewise.

At present Edmiston gives the major portion of his time to his studies at the business college, but finds some time to help his father and brother at the store. After finishing at the college, he expects to return to the business,—which is still prospering, and we may well believe will continue to do so.

R. F. W.

A PROMINENT dry goods house advertises that all its goods are "stamped with the ear-marks of \_\_\_\_\_ & Company." That reminds us of a peroration in which Brother Jasper summed up the results of his protracted meeting—"The Devil was flying over this town as a roaring lion, but he has been nipped in the bud."—Batten's *Wedge*.

No ADVERTISEMENT is good unless it can be believed.—*Agricultural Advertising*.



## THE QUOIN CLUB'S NEW IDEA.

About eighteen months ago the magazines represented in the Quoin Club, New York, began publishing in their advertising sections a series of reading articles impressing upon the public the necessity for insisting on having, at the retailer's store, any commodity whose purchase had been induced by advertising. These "readers" were published because many national advertisers in the magazines had complained that a large proportion of their legitimate returns from advertising were being nullified by substitution of just-as-goods on the part of the retail merchant.

The articles ran for a year. They aroused considerable resentment on the part of the retailer. Conventions of merchants have passed resolutions of protest against them, on the ground that they brand the retailer as dishonest. It is true that the articles have been emphatic in their statements. But perhaps they have done more good than harm. It is difficult to see how they throw discredit on the retailer who hands out what is asked for. On the contrary, such descriptions of trade deception would seem to strengthen the latter's reputation.

Even if it was good policy to expose the tactics of the substituting merchant, however, there was bound to come a time when the matter would have been sufficiently aired. So lately the Quoin Club, after a wide canvass by letter among advertising manufacturers, has inaugurated a new campaign looking to the same end. A second series of reading articles began running in May magazines. In the belief that substitution has been thoroughly explained to the public, the club now proposes to help advertising manufacturers and retailers form closer working arrangements. Short business stories, showing instances in which retail merchants have profited by pushing nationally advertised articles, are being printed as "readers," partly for their effect upon and suggestion

to the retail trade, and partly on the assumption that the public will read them over the merchant's shoulder. The first series consisted chiefly of doctrine. The second aims to entertain as well as instruct.

More important than these "readers," though, is a little sixteen-page periodical launched at the same time by the club—the *Quoin Club Key*. This appears monthly, and is sent free to any business man sufficiently interested to ask to be put on the mailing list. It is advertised at the bottom of the "reader" in the magazines each month.

The *Quoin Club Key* is to deal with a phase of advertising and merchandising not heretofore covered systematically elsewhere—namely, methods by which the advertising manufacturer brings his general campaign nearer the retailer, helps the latter get direct benefit, and forms a closer personal relation. It is thought that much of the substitution evil is due to lack of mutual acquaintance and co-operative advertising effort. The Quoin Club says editorially:

The *Quoin Club Key* has been established to gather from manufacturers, advertisers, agents, every bit of practical information that can be had bearing on methods of co-operating with the retailer, tightening trade organization, making advertising more effective. We want to know about package literature; about special ways of wording advertising copy so as to warn consumers against substitution; about methods of telling the advertising story so strongly that no substitute will be accorded a hearing by readers who have gone over the arguments. We want to know anything and everything that will help manufacturers form closer and more congenial bonds with retailer and consumer alike.

The detail work of this campaign is being handled from an office and reading-room maintained by the Quoin Club at 111 Fifth Avenue, New York, adjoining the Aldine Club rooms.

H. CLARENCE FISHER, Special Agent, has appointed James B. Fearon manager of his Chicago office. A. E. Kohler is no longer employed by Mr. Fisher.

### "SEND FOR THE BOOK."

Day before yesterday the booklet was just an adjunct to advertising. Manufacturers called it a price-list, or catalogue.

To-day, the booklet comes pretty near being the whole thing in many an advertising campaign.

Yesterday, advertisers took magazine space to talk about their goods, and offered the catalogue as an after-thought, in the last line of the ad—when they had a catalogue at all, you could get it if you wanted it.

But to-day! Why, the goods are sometimes treated as an after-thought in magazine copy, and the booklet is offered in the first line, and often made the central theme of the whole announcement.

Formerly there was a picture of the goods. Now there is a picture of the booklet. Formerly the manufacturer had nothing but a circular to send. Now he offers a booklet that is really a young book, and calls it a *book*, and makes it one in form and contents. His circular, in the old days, was just a trade list of Nonpareil ice-boxes. Now, however, he issues a book on refrigeration and household hygiene.

This tendency in advertising is a dominant one—permanent.

Advertised things used to be simple. With a cake of soap or a tube of tooth-paste, all one had to do was to persuade the reader to try it. An outlay of a dime or two procured the trial size. But nowadays advertised things are growing more costly and complex—or, rather, the costly and complex things are being advertised more and more. With a washing-machine or a vacuum cleaner, a book is needed to tell the story.

Another point about it is this:

When two or three competitive washing machines appear in the magazines, each manufacturer wants to take the reader off into a corner and tell his own story alone, free from interruptions. So, magazine space is being used to create a desire for the washing-machine book. Yes, and for

the tooth-paste book. The disposition at present seems to be to make a tooth-paste story every bit as complex as that of a vacuum cleaner.

Still another point:

Advertisers are learning that the book is the proper vehicle in which to convey an argument to readers. As Ingalls Kimball once put it, that is the form in which people find it most convenient to read and keep printed matter. "The book is an evolution of centuries. You can't improve on it. Good lord, everything else has been tried, hasn't it? We began with bricks."

This book development of periodical advertising is not only a permanent tendency, but it will undoubtedly go much further. Most of the books and booklets at the present stage are in paper covers. But until you can put a hard-boiled cover on such a volume, it is only a near-book at best. Hard covers don't cost so very much, in these days of book-binding machinery. But they add fifty or hundred per cent to the intrinsic value of the advertising book in the recipient's eyes. You hesitate yourself, when sorting over literature on your desk, to throw a hard-boiled book into the waste-basket. It may be only an ink catalogue. Half a dozen other ink catalogues in embossed covers, or bristol-board protected by waxed paper, or limp leather, may have really cost more to print. But in they go without hesitation, and the hard-boiled catalogue is saved. Heaven knows why! There's something in the stiff boards that makes it look as though it might be needed. Then, stiff boards preserve the contents, and make it possible to keep such a catalogue with real books.

One of the great mail-order houses saw this point some years ago, and has had a hard cover on its catalogue ever since. One of the private schools up the Hudson sends a hard-covered catalogue to inquirers, in the belief that the school with the biggest catalogue will get the best hearing, other things being equal. It

has been ascertained that parents selecting a school for their boys or girls send for catalogues from a dozen or more institutions, and then begin winnowing. First the little flimsy booklets are discarded, then those a little bigger and thicker, until finally there are only two or three in the running—the biggest. These may be winnowed yet again, until eventually there is only one—the hard-covered fellow. Long after the choice of a school is made, this bound catalogue is preserved, as the superintendent of that school has learned by actual inquiry. More than that, when the choice has been made, and the boy or girl sent to school, parents have been known to write to the superintendent and ask if he objects to their keeping the catalogue for reference. It is such a real booky book in its hard-boiled cover, so they infer that, of course, they are expected to send it back!

The advertising book will probably develop in this direction of being a real book, as to its cover. And it will also develop toward the real book in its contents. Just as the heating booklet of to-day tells more about its subject, technically, than did the furnace catalogue of 1898, so the heating book sent out by a manufacturer in 1918 is likely to be even more broadly informative.

Advertising must always be special pleading. No manufacturer of heating apparatus dare drop his patented devices, his particular claims, his talking points. Competition won't let him. But the heating book of the future, secured by the reader for a postal, may easily take up the subject before the reader's house is built, or even planned, and lay down broad technical principles such as to-day are thought to be interesting only to engineers. That would be a book which people would keep even in a paper cover—a book with hard-boiled inwards, as it were.

The idea was put in compact form not long ago by a Boston manufacturer of a certain kind of household apparatus, when ap-

proached by a woman's magazine solicitor for advertising.

"You go back to your editors, young man," suggested the manufacturer, "and see if they won't first publish an article dealing with the whole principle of this device. That will make an advertisement profitable for me, and bring in other manufacturers in our industry."

"But such an article will have to be general," explained the solicitor. "Our magazine can't favor your goods. We can create general interest, but it would benefit your competitors as much as you."

"The more general you can make it, the better," replied this manufacturer. "My goods can be sold eight times in ten to anybody who is sufficiently interested in the general principle of the thing to examine the various makes on the market. You just give me the general interest, and my line will take care of the sales."

Periodical advertising in the future, following this remarkable development of the circular into the catalogue, and the catalogue into the booklet, and the booklet into the book, is likely to become more and more a directory that will tell readers only enough of the advertising story to arouse interest, and then let them know where they can get manufacturers' own publications telling the rest of the story. This statement will, doubtless, seem rash in some quarters. But an investigation of certain sorts of advertising that have been running many years will show that the directory plan has much in its favor.

A good deal of "educational work" has been done lately among private schools, magazine publishers urging their proprietors to abandon the classified card and give information. "Tell parents about *your* school," urges the advertising missionary. "Explain how *you* educate a boy or girl, and why your school is different." But men wise in their years of practical school advertising, use the magazine or newspaper as a directory, knowing that when people want to select a school

they send for school literature. It is in the booklets and catalogues and books that the real story is told. There the decision is made. And as the public becomes more and more accustomed to making decisions from the manufacturer's literature, and asking the latter's aid in finding dealers or agents, and depending upon his guarantee, this "Send for the book" tendency, now an interesting development of advertising confined to certain lines, may become a broad, basic, human habit.

#### BUSINESS GOING OUT.

Homer W. Hedge, New York, is placing some copy for C. L. Jones.

L. V. Urmy, New York, has secured the account of Ed. Pinaud & Company, New York.

The Wyckoff Agency, of Buffalo, is sending out copy for H. Matt, of Syracuse, N. Y.

Herpicide renewals are going to newspapers from the Morse Advertising Agency, Detroit.

The Rowland Agency, New York, is using space in newspapers for the Dow Tire Company.

Great Northern copy is going to illustrated weeklies from Albert Frank & Company, New York.

Louis V. Urmy, New York, is placing the business of the makers of C. & C. Splits Ginger Ale.

The Lesan-Gould Agency is making contracts with newspapers for the Virginia Institute, Richmond.

Space is being used in newspapers by Frank Kiernan, New York, for John C. Hopkins, yacht supplies.

Some copy is going out through the Seaman Agency of New York, for the Wayne Automobile Company.

The Mutual Manufacturing Company, of Canton, Ohio, is asking for rates on classified advertising.

The Miller Agency, Toledo, is using two hundred lines in newspapers for the Joint Bureau of Publicity.

Space is being used in newspapers and magazines by Frank Kiernan, New York, for the Red Cross Line.

The Home Treatment Company, Cleveland, Tennessee, is using fifty lines, three times, in newspapers.

The Snitzler Agency, Chicago, is using forty-seven lines, eight times, in newspapers for the Lymph Hospital.

The Frank Seaman Agency, New York, is using large space in newspapers for the Boston & Maine Road.

The New York office of the Lesan-Gould Agency is using space in newspapers for the New York Central Road.

The Wyckoff Agency, Buffalo, is using space in newspapers to advertise the P. & H. automobile and bicycle tires.

Bryan's Drug Store, Rochester, is sending out fifteen line, till forbid, orders to newspapers in large cities, direct.

The E. H. Clarke Advertising Agency, Chicago, is using two hundred and forty-six lines, one time, in newspapers for Dr. Caldwell.

The United Shirt & Collar Company, of Troy, N. Y., is placing its advertising through the J. Walter Thompson Company of New York.

The A. E. Dupell Advertising Agency, of Brooklyn, N. Y., is asking for rates for the Dr. Charles Flesh Food Company, also of Brooklyn.

F. C. Vose, New York, is using fourteen lines, one hundred and fifty-six times, in newspapers for H. Planten Sons, Brooklyn, N. Y., chemists.

The Mechanics Institute, New York, is using space in newspapers to advertise its electrical trade school, through Frank Kiernan, New York.

Albert Frank & Company, New York, are using space in newspapers for the J. L. Mott Iron Works and the Hastings Homes Company, real estate.

The Lesan-Gould Agency, St. Louis, is making three hundred inch contracts with southern newspapers for the C. J. Moffett Medical Company, of Memphis.

The Morse International Agency, New York, is using three hundred line readers for Horsford's Acid Phosphate. (Rumford Chemical Works, Providence, R. I.)

E. H. Clarke, Chicago, is putting out two hundred line advertisements with newspapers for the McCreery Manufacturing Company, Toledo, mail-order business.

Walter Baker & Company, Boston, will send out orders about the 15th of July amounting to one hundred and ninety-two inches, to be used in twenty-six insertions.

The George B. Van Cleve Agency, New York, is using eighty-four lines, one time, in newspapers for a mail-order proposition for Madam De Verlac, of Paris, France.

The J. H. Woodbury Dermatological Institute, New York, is using space in cities where agents have been secured. A general increase of space in newspapers is also being made.

Copy for De Meridor Beauty Powder and De Meridor Greaseless Cold Cream is being placed with leading dailies by E. F. Draper, New York. The advertising of the Modern Science Publishing Company is also being placed with dailies by the same agency.

Nelson Chesman & Company, New York, are using space in newspapers for the Matheson Motor Car Company, one-half pages and eight inches, double column, being used.

The Lesan-Gould Agency, St. Louis, is making one-thousand line contracts to be used within a year, with newspapers for the Hardigan, McKittrick Company, of that city, drygoods.

The Charles H. Fuller Agency, Chicago, is making seven thousand five hundred line contracts, space to be used within a year, with newspapers, for the South Bend Watch Company, South Bend, Indiana.

E. F. Draper, New York, is making one thousand inch contracts with newspapers for the Morgan Drug Company, Brooklyn, to advertise Palmer's Skin Success Remedies. He is also placing Hun-E-Lax copy with daily newspapers.

The Kretol Company, Washington, D. C., makers of Kretol, a carbolated disinfectant and germicide, is doing some effective page advertising in publications reaching factories and other large consumers. A newspaper campaign is also under way for the purpose of popularizing Kretol for household use. The account is being placed by the Stanley L. Wilcox Agency, New York.

The California Perfume Company, New York, has started an experimental magazine advertising campaign. A free picture of "The C P Girl" is offered with each box of the Sweet Sixteen Face Powder, at twenty-five cents a box. The advertisements are two inches and are appearing in a list of women's magazines. The campaign is being handled by the Stanley L. Wilcox Advertising Agency, New York.

Copy is going out for No-Co-Do steel tiling, a substitute for porcelain tiling intended for use on bathroom and kitchen walls, manufactured by the Northrup-Coburn-Dodge Company, New York. One and four inch copy has been used. The advertisements appear in a large list of leading monthlies, weeklies and metropolitan Sunday papers. The account is placed by the Stanley L. Wilcox Agency, New York.

#### BOSTON ITEMS.

Frank B. White, president of the White Class Advertising Agency, Chicago, was in town for a few days this week in the interests of his several clients in the territory.

The S. G. Cigar advertising is being placed largely in Boston papers through the Boston office of Arnold & Dyer. This office is asking for rates from newspapers for several new accounts.

Chas. E. Bellatty, of the H. B. Humphrey Company, is placing the advertising of Holihan Brothers, Lawrence, Mass. They are advertising high-grade liquors through New England. This agency is also sending out orders for several mail-order customers to mail-order papers.

The C. Brewer Smith Agency, 84 State street, is sending out orders to New England dailies for the advertising of the Hallock Drug Company. Contracts are being made for one year's advertising.

Additional contracts for the Purina Mills Company are going out from the Shumway Agency. New territory is being added as fast as opened up by the salesmen and large copy in the newspapers follow.

One of the largest accounts to strike Boston this year is that of the Digesto Brand Coffee. It is estimated that \$7,000 was expended in Boston papers the first week of the campaign. A second campaign is now under way which includes page copy in the papers used. In the morning field the *Post* and *Globe* are used and in the evening the *Traveler* and *Record*.

H. E. Ayres & Company, 164 Federal street, are placing one thousand inch contracts in No License towns for Bronner & Company, liquor dealers. Orders are also going out from this agency for eight inches, three times a week, for one year, for J. E. Doherty Company. The Magee Furnace advertising is now handled by this firm and lists covering New England will be made up early in the fall.

The Harrington & Richardson Arms Company, of Worcester, have decided to continue the present contract in the magazines until the 1st of January, 1909. This will carry them through fifteen months instead of a year. At that time a new list will go out covering the year 1909. The leading magazines, trade papers and sporting publications will be used. The account is handled by W. L. Weeden of Wood, Putnam & Wood.

Orders are going out from many of the publishing houses of Boston, for their spring announcements, to papers in large cities especially adapted for book advertising. Little, Brown & Company are putting their announcements through the Morse International Agency; H. M. Caldwell & Company are advertising a new book "High School Days" through Wood, Putnam & Wood. Lothrop, Lee & Shepard and Houghton, Mifflin & Company are putting out copy through the same agency.

The Tomer Advertising Agency, Inc., has closed a contract for the advertising of the Boston Consolidated Gas Company. Two and three hundred line copy is being used on the front pages of Boston papers. This agency is also placing the advertising of E. T. Slattery, Conrad & Company and W. & A. Bacon, a Roxbury department store. The Calder Dentine advertising, which they have been running in the street cars, has already shown a forty-five per cent increase. Another new advertiser whose copy will start soon is St. Clair's, who has just opened a new store on Tremont street and will advertise high-grade confectionery. Mr. Tomer also has several new magazine accounts under way.

CHICAGO

NEW YORK

LONDON

## SYSTEM

THE MAGAZINE OF BUSINESS

"Perhaps it will please you to know that our advertisements in SYSTEM bring better and more results than any two other magazines we advertise in."

THE NEW IDEA FOUNTAIN

PEN COMPANY

Corning, New York

## SYSTEM

THE MAGAZINE OF BUSINESS

CHICAGO

NEW YORK

LONDON

## THE WINNIPEG TELEGRAM

Daily Average Circulation Month of April,

**23,604**

Flat Rate, 3½ Cents Per Line.

## THE WEEKLY TELEGRAM

**Over 27,000**

Flat Rate, 4 Cents Per Line.

Combined Daily and Weekly Circulation,

**51,404**

Flat Rate, Daily and Weekly, 7½ Cents a Line.

Eastern Representative,

**PERRY LUKENS, Jr.,**

507 Tribune Bldg., New York, N. Y.

Why buy circulation of **uncertain** purchasing power from periodicals reaching different classes of people, when you can buy circulation of **known** purchasing power from a special periodical which reaches only one class of people?

## CASE AND COMMENT

is one of the best examples. It goes exclusively to **good lawyers**—well known as liberal buyers of goods of merit and reputation.

**Rochester:**

Publication Office, B. E. Briggs, Adv. Mgr.

**New York:**

102 W. 14th St., George S. Krantz, Mgr.

**Chicago:**

208 Marquette Bldg., Richard A. Pick, Mgr.

NO publication devoted to agriculture has a more wealthy class of subscribers than the

## PACIFIC NORTHWEST

In Umatilla County, Oregon, one of the big wheat counties, the paper has 437 subscribers whose average yearly returns from wheat are over

**\$40,000 each.**

There are seven of these big wheat-producing counties in Eastern Oregon, in two of which the PACIFIC NORTHWEST has a larger paid circulation than the county paper.

Advertising returns here are ample.

**PHILIP S. BATES, Publisher,**  
PORTLAND, OREGON.

# COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

Readers of Printers' Ink will Receive Free of Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

To utilize a half-tone engraving in a quarter page magazine space is, generally speaking, an

error of judgment. Unless the design is simplicity itself the half-tone screen is almost morally certain to complicate the detail of the illustration, and the limited space and rapid printing will combine to assist in making the advertisement muddy, unsatisfactory and illegible.

The advantages of a line cut over a half-tone are clearly demonstrated by the illustrations designated as No. 1 and No. 2.

\* \* \*

The Boston Garter is amply and adequately illustrated in the advertisement reproduced here—the picture shows the article in



No. 1.

error of judgment. Unless the design is simplicity itself the half-

## ALLEN'S GOODS



NO. 2



use and displays its characteristics quite thoroughly.

It is unfortunate that an illustration of this kind should be forced to associate with a piece of copy every line of which is display—and that a character of display which fights for immediate recognition. This mass of heavy, full-faced type would look very badly under any conditions, but it is a particularly poor mate



for the picture which goes with it.

If the advertisement were neatly set up the picture would be more effective and the advertisement, as a whole, far more satisfactory.

\* \* \*

Those who are interested may learn from the accompanying advertisement that Taylor & Sinclair Company have just received some beautiful cretonnes and



wall-papers. This may be valuable information, although not particularly thrilling, but just why it was presented to the eager public in this strange form is not apparent.

This is neither an illustration, or a design, or anything else which can be appropriately tagged or catalogued.

\* \* \*

Mr. R. E. Thompson of Toomsaba, Mississippi, is a printer, and



MY WIFE

in the local newspapers he recently published an advertisement whose heading was "My Wife," and which was enlivened, if not

decorated, by the picture reproduced here.

Perhaps it may not properly be termed art, but it would be a shame to fail to preserve it for the edification of posterity. It would be a safe bet, though, that Mr. Thompson is not a married man.

\* \* \*

Here is an advertisement of the Piedmont Red Cedar Chest Company which has an excellent heading, a useful and attractive illustration, and is well displayed and exceptionally interesting.

Of course it suffers in the reproduction, as it was quite a large

## An old fashioned Treasure Chest.

made of genuine Southern Red Cedar. It is not simply an artistic piece of furniture. It has most practical value. Your woollens and furs it absolutely



### Protects against Moths, Dust and Dampness

The exquisite fragrance of the solid cedar clings to the garments. All the details of the honest construction in Colonial days have been kept. Made in the dull natural finish. Bound with heavy copper bands and studded with copper nails. Old style wood shape handles. High grade lock and catches.

### The Bride Would Like a Marriage Chest

Their chests and the other relics which we build made solid gold—especially at this season of the year. These chests are made in the section of the country where the material is available. Accordingly low prices—and we pay the transportation charges. We sell with the understanding that we will refund the money and pay return freight if not satisfactory. Send for booklet and low prices in price.

PIEDMONT RED CEDAR CHEST COMPANY, Department 60, Raleigh, N. C.

advertisement in the original, but in the latter form it was a piece of publicity which seems to be absolutely beyond adverse criticism.

### NEAR, BUT NOT YET.

"Just look here, dear. Don't you think I am a real automobile girl? What of my automobile veil?"

"It is beautiful."

"And this automobile coat—isn't it becoming to my figure?"

"Wonderfully."

"And the automobile cap. Did you ever see anything so fetching?"

"Never."

"And even my hair is in a beautiful automobile tousel. Isn't it grand?"

"Indeed it is, dear. But where is your automobile?"

"Oh, I haven't a machine yet, but after I save up 10,000 baking-powder labels and 20,000 soap wrappers, and all the cigarette coupons the young men give me, I'll get one in no time. It won't take over ten years at the longest."—*Motor Print.*

## Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (20 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

### WANTS.

**AGENTS** wanted to sell ad novelties; 2% com. 3 samples, 10c. J. C. KENYON, Owego, N.Y.

**THE** circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

**ADVERTISING** Solicitors wanted. Liberal method of advancing commission; three good publications. Investigation costs nothing. BENEDICTINE PUBLICATIONS, Portland, Ore.

**EXPERIENCED** ad-writer desires position. Practical experience in writing newspaper ads, booklets, circular letters. Also in managing retail business. References. "C. W." care Printers' Ink.

**AD-WRITER**, 25, college graduate, Powell graduate, advertising and executive experience. All references, desires position as assistant to advertising manager or in agency. "Ph. B." care Printers' Ink.

**MAN WANTED**, with agency experience, both inside and outside office, to join me in a new advertising agency. Either salary or interest in the business. Have been managing a large and influential paper and can command large accounts. Address "INFLUENCE," care Printers' Ink.

**AGENTS WANTED**—Fountain bath brushes, watches, keyless banks, corn files, receipt books of 114 summer drinks, detectives' guide, fortune-telling charts, etc. for the mail-order trade. We sell gold-filled watches on time payments of 25 cents a week. Catalog free. BANNER NOVELTY CO., Box 736, St. Louis, Mo.

**WANTED**—Advertising solicitor and ad-writer; must have had previous experience and made good. Want no amateur, but a thorough going, successful solicitor, who is a married man and can command good salary. Prosperous small city newspaper in a city of 12,000. State particulars and salary. Address "C. H." care of Printers' Ink.

**POSITIONS NOW OPEN**—Advg. mgr., trade Journal, N. Y., \$50 and com.; similar position, Chicago; circulation mgr., large daily; sporting editor, northwest, \$35; editor Democratic daily, Ohio, \$25; news foreman, union, Ohio, Ia. and Colo., \$25-30, also reporters, linotype operators, etc. Booklet free. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

**ADVERTISERS' MAGAZINE** and "DOLLARS & SENSE" (Col. Hunter's great book) should be read by every advertiser and mail-order dealer. Best "Advertising School" in existence. Year's subscription and "Dollars & Sense," 50 cents; sample copy of magazine free.

**ADVERTISERS' MAGAZINE**, 637 Century Building, Kansas City, Missouri.

**COMPETENT** advertising man with exceptional knowledge of printing, illustrating, engraving, electrotyping; experienced in publishing and editorial work; knows circular, letter, follow-up, out-door, newspaper and periodical advertising. Would be especially valuable to concern using large quantities of printed matter. Am worth more than I expect to get—at first. If you think you might use me address CHAS. S. ANDERSON, 66 East 8th Avenue, Columbus, Ohio.

**WANTED**—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from lending concerns everywhere. One graduate fills \$8,000 place, another \$3,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 768 Metropolitan Annex, New York.

**ADVERTISING** man experienced in catalogue and booklet compilation open for position. Wide knowledge of type faces, sizes, styles and cost of printing; writer of forceful copy. Reasonable salary until worth is proved. Further information, address CATALOGUE, Printers' Ink.

**WANTED**—Advertising men. Experienced Writers, Managers, Solicitors, also openings for Executives, Bookkeepers and Accountants, with publishing experience. Write us today, stating age, experience and position desired. Service confidential. HAPGOODS, 305 Broadway, New York, or 1010 Hartford Building, Chicago.

**WANTED**—Capable, speedy and tasty job and ad man, young man preferred, to take charge of our job department; must have executive ability and have a thorough knowledge of estimating; must be absolutely trustworthy and stand being pushed up to more responsible positions; must be willing to take a small amount of stock in concern, either in cash or small amounts, if party makes good. This position has wonderful opportunities for the right man. Send detailed description of experience and ability, with photograph, in strict communication. "J. E. T. Co.," Printers' Ink, N. Y.

## WANTED.

I am looking for a bright, clean-cut young man who knows a little about the advertising business, and is willing to learn more. One who has had some experience in soliciting advertising preferred. A good chance for the right man. Address, stating age, previous experience, give references and wages expected. "W. X. Y." care Printers' Ink.

# Wanted Ad-Writers

We have need for more able ad-writers; the best men obtainable. Men of experience; men of proved ability; men with records of results. We cannot experiment with beginners.

Good men can make more here than anywhere else. The eventual salary will be limited only by ability to get results. We now pay one ad-writer \$1,000 per week. But we have no room for mediocrity. Nor can we even try men who have not already proved exceptional ability.

Address by letter only. No interview save by appointment. Send samples of work and state record.

## Lord & Thomas

Advertising Agency

Trude Bldg., Chicago

**EDITOR**—On afternoon paper in city of 50,000 in Missouri. Must be practical man in every sense; splendid opening for right party. Must be able to invest small amount in stock of company, which is an old established concern, and which amount will be returned when connections are severed. Send description of experience and ability, with photograph, in first communication. "J. E. T. CO.," Printers' Ink, New York.

#### BUSINESS PROMOTION.

**DO YOU WANT MONEY?** Mr. Mail Order Man. Then don't mail another circular or buy any more names until you learn our plan. We save you one-half your advertising expense and double your profits. Truly remarkable results. Write now. EWING CO., Dept. B, 59 Liberty Street, New York.

#### PUBLICATIONS.

**BEERS' BULLETIN**  
A Monthly for mail order advertisers. Send stamp for copy to-day or ten cents for a whole year.

**Beers, Box 997G, Pittsfield, Mass.**

#### PUBLISHING BUSINESS OPPORTUNITIES.

**HARRIS BULLETIN**  
Of publishing property  
Just issued. Send for one  
if interested. Several  
excellent opportunities.  
**HARRIS-DIBBLE COMPANY,**  
Successors to  
**EMERSON P. HARRIS,**  
Broker in Publishing Property,  
253 Broadway, New York.

#### PATENTS.

**PATENTS that PROTECT**  
Our 5 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. H. LACEY,**  
Washington, D. C. Estab. 1869.

#### PRESS CLIPPINGS.

**ROEIKER'S PRESS CLIPPING BUREAU,** 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

#### LETTER HEADS.

**100 LETTER HEADS and 100 ENVELOPES, 75c. postpaid.**  
Printed on Linen Finish Mail Order Bond, your choice of colors—White, Buff, Olive, Gold or Blue—to introduce our Money-Saving Price List of GOOD PRINTING. If you want to see samples before ordering send 4c. for postage.  
**WESTERN BUSINESS AGENCY,**  
Princess Building, Chester, Ill.

#### MAIL ORDER.

**A D8**—I can make a quick success of any unsuccessful mail order business. Send for free booklet. "EXPERT," P. O. Box 1615, New York.

#### INDEX CARDS.

**INDEX CARDS** for all Cabinets. Get our prices and samples. **THE BLAIR PRINTING CO.,** 912 Elm Street, Cincinnati, Ohio.

#### PREMIUMS.

**THOUSANDS** of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue (©) Greatest book of its kind. Published annually. 36th issue now ready; free. **B. F. MYERS CO.,** 47w. and 49 Maiden Lane, N. Y.

#### AD WRITERS.



A sprinkling of advertising, such as we plan and write, will help to make your sales grow.

**Right Advertising Co.**  
**P. O. Box 86, Easton, Pa.**

**FOR \$3.00** I will write you an ad or circular to quickly pull \$100 worth of business. Unsuccessful mail-order men can make big money by writing me. Send for free booklet.

"EXPERT," P. O. Box 1615, New York.

**A D-WRITERS—The Men who Know Grow.**  
Our Expert Analysis of Selling Points and Special Sales Plans for 50 Principal Lines of Business Makes Immediate Landing Copy Certain. 400 Pages, Buckram, \$3; A Great Working Partner. Index Free. **ROLFE SYSTEM,** Corning, N. Y.

#### SUPPLIES.

**MR. PUBLISHER:** You ought to have Bernard's Cold Water Paste in your circulation dept for pasting mailing wrappers, clean, convenient and cheap. Sample free. **BERNARD'S PASTE DEPT.,** 71 Dearborn Street, Chicago.

#### Dennison's

#### Glue, Paste and Mucilage

In Patent Pin Tubes. Will stick anything stickable. All dealers. Sample tube 10 cts.

**DENNINGSON MANUFACTURING COMPANY**

Boston New York Philadelphia Chicago St. Louis

#### FOR SALE.

**FOR SALE**—One Scott Casting Box for newspaper stereotype plates, size 14½ in. diameter for cylinder of 13½ in. diameter, making a plate of 7-16 in. thickness by 21¼ in. long, by 17½ in. wide. Also, one shaver, one tail cutter, one finishing block and a cylinder mat rounder suitable for same. Will be sold at reasonable prices to prompt buyer. Apply **PHILADELPHIA BULLETIN,** Philadelphia.

#### Daily Newspaper For Sale.

One of the best paying daily (evening) newspapers in the East is offered for sale. Gross business about \$40,000 per year and great chance to increase that amount fully one-half more. Owner has other business which requires all of his time. Close investigation invited. Will be sold cheap. Address "BARGAIN," Printers' Ink.

#### PAPER.

**B BASSETT & SUTPHIN,**  
54-60 Lafayette St., New York City.  
Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

#### DAVIDS' PRACTICAL LETTERER

at \$1, postage paid, will teach you how to write show cards and price tickets, a book of one hundred pages, with full particulars. Write for information. Address

**THADDEUS DAVIDS CO., 95 & 97 Vandam St., New York City. Est. 1825.**

ENGRAVING AND DESIGNERS.

**ENGRAVINGS** of the better sort for high-class ILLUSTRATING. We solicit your special requirements for Designing and Engraving for Advertisements, Booklets, Catalogues, Souvenir Post Cards, etc.  
**GATCHEL & MANNING, PHILADELPHIA.**

ADVERTISING AGENCIES.

**D. A. O'GORMAN AGENCY**, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

**H. W. KASTOR & SONS ADVERTISING COMPANY**, Laclede Building, St. Louis, Mo.

**FRANKLIN ADVERTISING AGENCY**, Tribune Building, N. Y. Classified and Mail-order Advertising a specialty. Write for estimates.

**ALBERT FRANK & CO.**, 35 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

**MANUFACTURERS' ADVERTISING BUREAU**, 237 Broadway (opp. P. O.), New York. Ads in the **TRADE JOURNALS** our specialty. Benj. R. Western, Propr. Est. 1877. Booklet.

**EDMUND BARTLETT CO.**

29-31 East 22nd Street, New York

Magazine and General Advertising

Booklets and Catalogues Originated and Printed Systematic mail work. Rollers, Cards, Letters, House Organs

COIN MAILER.

**\$2. 60 PER 1,000.** For 6 coins \$3. Any printing.  
**\$2. 60 PER 1,000.** For 6 coins \$3. Any printing.

**PUBLISHERS** Send for our folding coin carrier—the best device yet invented for sending money by mail. The card circulation managers have been looking for. Used and recommended by large publishers. Address, **Printers' Ink Press**, 45 Rose St., N. Y.

PRINTING.

**YOU** share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOULTON PRESS**, drawer 98, Cuba, N. Y.

ADVERTISING MEDIA.

**THE LADIES' HOME JOURNAL** is the greatest advertising medium in the world.

**THE** last issue of the American Newspaper Directory shows the **Troy (Ohio) RECORD** had an average circulation of 1,210 copies for 1906.

HALF-TONES.

**WRITE** for samples and prices. **STANDARD ENGRAVING CO.**, 560 7th Ave., New York.

**PERFECT** copper half-tones. 1-col. \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

**NEWSPAPER HALF-TONES.** 2x3. 75c.; 3x4. \$1; 4x5. \$1.60. Delivered when cash accompanies the order. Send for samples.  
**KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

COPY WRITERS.

**CORRECT COPY** for circulars, letters, newspaper ads, magazine ads, 300 words or less. \$2.50. Booklets, \$1 per page. Send data now. Pay when satisfied. "COPY ART," Box 718, St. Louis.

MAILING MACHINES.

**THE DICK MATCHLESS MAILER**, lightest and quickest. Price \$14.50. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

COIN CARDS.

**\$3 PER 1,000.** Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

**\$10,000.00 profit**

in 1907 from Western Associated Press daily. \$100,000.00 gross business. Geographically exclusive field. Advantageous location from which to radiate circulation. Available for \$75,000.00 cash. Reasonable terms to responsible buyer paying substantial cash and showing ability to carry deal through. Proposition No. 391.

**\$12,200.00 profit**

in 1907 from Ohio Valley Associated Press daily. One of my buyers interested to purchase property cannot at this time command sufficient cash. He can raise \$20,000.00 to \$25,000.00 cash and needs an associate equally capable financially. Cost of property approximately \$100,000.00. Proposition No. 392.

**\$6,200.00 cash**

annual return to owner from California daily. \$26,700.00 will buy it. Proposition No. 393.

**Controlling interest**

Mississippi Valley Republican, evening daily, at \$28,000.00. Gross business of \$17,266.07 in four months ending Feb. 29, 1908, which was an increase of \$3,600.00 over corresponding period one year before. Magnificently equipped property of excellent reputation. Proposition No. 394.

**\$4,000.00**

buys small Eastern daily now in course of development. 1908 business averages \$560.00 month, and is fast growing. As community is first class and there is no daily competition, property will undoubtedly succeed. Proposition No. 395.

**\$3,448.96 owner's cash return**

in year ending March 31, 1908, from New York State weekly. Available for \$10,000.00 cash. Proposition No. 396.

**G. M. PALMER**

**Newspaper Broker**

**277 Broadway, New York**

Many other properties available and a number of unsatisfied buyers. Let me know in full detail your ideas if there is some newspaper ownership transaction you are interested to bring about. I will do what I can to help you.

## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements. Ideas for window cards or circulars, and any other suggestions for bettering this department.

THE BLAINE-THOMPSON Co.,  
Advertising.  
CINCINNATI, Ohio.

### Editor Ready Made Department:

DEAR SAGE—Your recent references to the Bell Telephone series prepared by the writer,—the appreciation of Notel and the happy suggestion you made were all as pleasing as a chocolate sundae on a hot evening.

I certainly believe in your plan of putting spot news into advertising matter when opportunity offers.

I've done so on numerous occasions and enclose proofs which will not only bear me out, but will show that you and I have opinions in common.

With best wishes for the continued success of the Little Schoolmaster, I am,

Cordially yours,  
(Signed) REN MULFORD,  
Chief of Copy Dept.

I do not like to be anticipated—to discover that my suggestions have already been put into practice, nor do I like to give so much space to Mulford, even though he does deserve it; but in justice to him and incidentally to present another example of great minds running in the same channels, I cannot do less than print the above letter and the following ads, in which my (?) ideas and suggestion were carried out before they were expressed.

It may be interesting in this connection to note that the horrid name (Notel), coined by Mr. Mulford for those who are so benighted as to have no telephone, has really worked into the language of Cincinnati, and threatens to come into more or less popular use elsewhere; also that the ads, printed in regular news style, were actual facts:

### TRAVELED

Miles After a Doctor.

Reached Five Suburbs in Ten Minutes.

How an Evanston Man "Located" His Family Physician by Telephone.

"Talk about putting up a world's record," said Edmond E. Grand, the Southern Ohio representative of the F. W. Dodge Company—construction reports—"I certainly made one the

night of that last big downpour. I traveled from my home in Evanston to something like five suburbs in about ten minutes, finally landed my man in Mt. Auburn, and did it all without either hoisting an umbrella or getting my feet wet.

"Honest Injun! It was this way: Just when the storm was fiercest we needed the doctor. It turned out to be all a scare, but I thought I needed him badly. It is usually an easy matter to get on an M. D.'s trail, and in a few minutes I was in the thick of a telephone chase. Well, sir, I followed that doctor of ours to Walnut Hills, then down town, back to the hill, and finally located him on Mt. Auburn. He made a long-distance diagnosis that immediately relieved all our fears.

"It was only a few days before this experience that I had put in a telephone, and, as I wiped the perspiration off my face, I thanked my lucky stars that I had such a good old standby to help me just when I needed help!"

When you come to think about it, the telephone IS a friend indeed in times of great emergency—when the services of a doctor, nurse, fireman or policeman are of utmost importance.

### POISON EUCHRED BY TELEPHONE.

Dr. McKee Tells How a Woman's Life Was Saved.

A Personal Experience Showing the Value of a 'Phone in Times of Emergency.

Fate plays many a queer hand in this game of life. Death often loses a prize by the narrowest possible margin. Some of the most interesting stories are gleaned from the book of experience. Fiction holds no more stirring narrative of a hair-breadth escape than is found in this voluntary tribute paid to the value of telephone service by one of Cincinnati's best-known physicians. His letter is calculated to make one ask the question: "What would people do in these modern times without a telephone?"

Cincinnati, Ohio, June 15, 1907.

DR. E. S. MCKEE,  
Office, 19 West Seventh St.  
Residence, Grand and Nassau Sts.,  
W. H.

The Cincinnati & Suburban Bell Telephone Co.,  
316 Vine St., Cincinnati, Ohio:

Gentlemen—I saw recently an advertisement of yours relating the what seemed rather tame experience of a suburbanite who chased a doctor by telephone all over the hills and finally ran him down to find by long-distance diagnosis that there was nothing much

the matter with the baby after all. Now let me briefly relate a little incident which happened many years ago. I went to make a call some distance from my residence. On arriving I found the nature of the case such that I would be detained there a number of hours. I stepped to the telephone to tell my wife that I would not be home for several hours, to tell her where I was, and then asked, "Is there anything there?" She said: "Some one is ringing the door bell. Now wait and I will see what it is." In a fraction of a minute she returned and said: "There is a woman here who says that Mrs. \_\_\_\_\_ has taken the whole bottle of that medicine and they want you right away." I replied: "Telephone Dr. J. C. Krieger, who is in her immediate neighborhood, that she has taken four ounces of a 25 per cent solution of chloral hydrate and for him to go at once and try to save her." He went at once and had the woman emptied out and her life saved before the messenger could return. I was with a patient whom I could not leave and was too far away to reach the other patient in time, but with the aid of the telephone was able to instruct some one else who was able to save her to her husband and children. Had the messenger wasted the ordinary amount of time hunting a doctor and then got one who did not know how much or what strength of what she had taken, there would have been a funeral.

Very truly yours,  
(Signed) E. S. McKee.

In times of emergency the value of a telephone cannot be computed in dollars and cents. When somebody is suddenly taken ill, or your house catches fire or burglars are paying you a call, a telephone for five minutes is worth more than a year's rental.

*Not a New Idea, but a Good One.  
From the Lincoln (Neb.) Daily Star.*

## We Are Giving Away Lots of Ice

with the sale of many Refrigerators the past few days. One book of 375 pounds with a Refrigerator at \$14.50 or over; one book of 750 pounds with boxes at \$30 or upwards—one book of 1,500 pounds with boxes at \$40 or upwards.

Choice of the Herrick or Leonard makes—in odorless spruce, white enamel, pure porcelain, opal glass or zinc lining.

Refrigerators from \$120 down to \$14.50.

Select your Refrigerator now and get an Ice Book free.

RUDGE & GUENZEL CO.,  
Lincoln, Neb.

*A Good One from the Morning World-Herald, Omaha, Neb.*

## More of Those Delicious 40 Cent Layer Cakes— Wednesday, 25 Cents

These cakes are nine inches in diameter, and two layers with a generous filling between the layers, and attractively decorated. They are the same high Balduff quality as our three-layer cakes, which sell for fifty cents. Made in seven flavors—chocolate, maple, cocoanut, mocha, raspberry, vanilla, nut and marshmallow. Take one home with you—Special for Wednesday only, 25c.

Cream Wafers, 15c.

These delightful cream wafers are now made in our assortment of six flavors—Peppermint, winter green, chocolate, pistachio, orange and clove. They are packed in an attractive oblong box, which we regularly sell for 25 cents. Special for Wednesday only, 15 cents.

BALDUFF'S,  
The Store for Delicacies,  
1518-20 Farnam,  
Omaha, Neb.

*Intelligent Service is Becoming More  
and More Important in Selling. It's  
a Good Thing to Give and to Make  
a Noise About. From the Denver  
Republican.*

To get the right hat, you should be measured from head to foot, by an expert hatter.

Our experienced hatters take your measure, at a glance, and having a carefully selected stock of hats in all proportions, you are sure to get just the right hat—the most becoming shape for your face and figure.

More—we make the hat fit your bumps, conform it exactly to your head, so that it fits you all around as well as up and down.

You'll be pleased with the values we offer in \$3, \$4 and \$5 hats—pleased with the styles—pleased with the painstaking service.

THE GANO-DOWNS CO.,  
Denver, Colo.

ISRAEL DOAN,  
54 Montgomery Street,  
Purchasing Agent for Printers.  
JERSEY CITY, N. J.

Editor Ready Made Department:

DEAR SIR—What do you think of the enclosed ad of an undertaker? It is sure going some. I most sincerely hope that it will be many a long day before I make this advertiser's acquaintance (in a business way, at least), but am afraid that if this keeps up I will be unable to resist the temptation to occupy one of his elliptic end or swell-cornered outfits, with complete care and attendance.

What do you think of it?

Yours very truly,  
(Signed) ISRAEL DOAN.

There has been a sort of epidemic of bargain advertising by undertakers of late, but the full-page display that came with the above letter, and originally from the *Evening News* of Jersey City, N. J., out-shouts all the others in its appeal to the friends of the dead. But, much as it "jars" me, I am not going to say it is poor advertising. The increase of such announcements and their continuation in large space is a fair indication that they find response, and doubtless they are very effective with the class to whom they are directed.

Advertisements of this character, though increasing, are still sufficiently rare to awaken curiosity, interest and other feelings in the minds of those who study advertising, and therefore the page announcements accompanying the above letter is reprinted, omitting the details of the thirteen different "outfits" which are printed under the head of "Adult Department." It remains for some enterprising undertaker to "throw in" a patent collapsible boat by means of which the dear departed may safely cross the Styx in case the Charon ferry be temporarily out of commission.

DON'T THINK BECAUSE YOU'RE  
NOT PERSONALLY AC-  
QUAINTED

that you take any chance in doing business with us.

If, at any time, we refuse to do as we advertise, don't pay us one penny. Ask us to receipt your bill and we will do so.

The saying goes, if you can't make money out of your friends, what is the use of having any? Such has been the custom among Undertakers, more

so than any other business, pose as your friend. Your Lodge Brothers cry with you in your troubles, and then take all your money or charge you Sixty-five dollars for the same article we sell for Thirty-five—is this friendship or Brotherly Love? Put this in your hat—Your friend in times of need and trouble is your Pocket Book.

We appeal to every woman in Hudson County, who we know have more to say in selecting an Undertaker than the men. Help us to stop this overcharging the Poor—never mind the rich—they can take care of themselves.

We positively sell a Black Cloth Covered Casket or Imitation Oak, Extension Bar Handles, Engraved Name Plate, Silk Lining and Pillow for \$35. As good as sold elsewhere for \$65, and ask any Undertaker to prove to the contrary.

They combined and tried every way—legitimate and illegitimate means were used—but we are not quitters. We're in business to stay and revolutionize the Undertaking business.

To the Labor Unions: We employ nothing but Union Men and pay Union Wages; in some instances more than the Union calls for. If you hire a coach from us and we cannot prove our driver a Union man, don't pay us a penny for the coach.

When you engage us as your Undertaker you need not worry about money; we advance you any amount on your Insurance until you can have necessary papers prepared for Company.

Lady Attendant, Ambulance Service.  
All Offices Open Day and Night.

Ambulance Call, 121 Union.

WILLIAM NECKER,  
World-Wide Known Undertaker,  
Offices:

251 Bergenline Ave., Union Hill,  
Telephone 121 Union.

828 Washington St., Hoboken,  
Telephone 1032 Hoboken.

553 Grove Street, Jersey City,  
Telephone 2253 Jersey City.

291 Central Ave., J. C. Heights.  
Telephone 121 Union.

Definite and Very Much in Earnest.  
From the Daily States, New Orleans, La.

### Blue Serge By the Mile.

You can't beat a good blue serge, no matter how you try. We use miles of it every season, and the same customers come back the following season.

We have seven distinct grades made up in suits and coats and trousers. Each grade is the best we know of, at the price, and we know all about blue serge.

Here are the price ranges:

\$12, \$15, \$18, \$20,  
\$22, \$25, \$27.

MAYER ISRAEL & CO.,  
703 to 709 Canal Street,  
New Orleans, La.



*A Cut Price and a Plausible Reason For It. From the Baltimore (Md.) News.*

### Men's \$2 and \$3 Hats—\$1.

We've an accumulation of hats; broken lines; the excellent grade in stiff hats which we ordinarily sell at \$2 and which is unsurpassable at that price; Black, Brown and Granite; as well as a quantity of stiff hats in the grades we sell ordinarily at \$2 and \$3; Black, Silver and Pearl in the assortment; an extraordinary opportunity for securing a stylish, satisfactory hat at a great reduction, for all these are now offered at \$1.

THE HUB,  
Baltimore Street at Charles,  
Baltimore, Md.

*Just Goods and Prices Plus a Suggestion for Saving Money. From the Washington (N. J.) Star.*

### See the New Fibre Rugs.

If actual money saving is desired, we'd suggest that you can clip a neat sum from your expense account by substituting a Fibre Room Rug for another carpeting of equal and comparative beauty.

We've got a great collection of these now in new designs, figures and color-combinations that are delightful. Wonderful values at these prices: Size 6x9 ft., \$6.50; 7½x10½ ft., \$7.50; 8½x10½ ft., \$10; 9x12 ft., \$10, \$12.50, \$15 and \$16. May we show you these? Easy Terms, if you wish.

TRUDEWIND'S,  
465-7 So. Main Street,  
Phillipsburg, N. J.

*Sounds Well. From the Cincinnati Post.*

### The Cows

are wading knee-deep in the blue grass, and we are the first to give you advantage of the cut price in butter.

To-morrow (Thursday) we will sell real fancy extras, Elgin Creamery Grass Butter at 27c. a pound.

THE KROGER GROCERY  
& BAKING CO.,  
Cincinnati, Ohio.

*An Ad in Which the Real Point is Not Displayed At All. A Poor Headline. From the Peoria (Ill.) Star.*

### Did You Know

that you could buy an Edison Standard Phonograph now at the special price of \$29.20, which includes one dozen gold moulded records? And you can have this on the easy payment plan, if you wish—\$1 a week. It's the most liberal proposition you'll find for many a day.

Hear the Edison at our store any day. We have six special parlors fitted for showing machines. Listen to the latest songs and the best band and orchestra pieces. If you haven't heard a phonograph for some time you will see what an improvement there has been and how perfect they are now. But come into the store soon. We want to show you the new machines and have you hear the new records. We have the largest stock in the city and are sure we can please you.

CHAS. C. ADAMS & CO.,  
324 South Adams Street,  
Peoria, Ill.

*Making the Top Coat a Necessity. From the Pittsburg Sun.*

### The Light-Weight Topcoat for Men,

the handy coat for at least nine months of the year.

Every month in the year, except the real Winter months, the light-weight topcoat is a companionable garment. This was well illustrated yesterday and to-day. Your Spring overcoat v.s. in big demand. That this sort of topcoat should be with you everywhere you go in Spring and Summer is attested by the fact that if you are in the mountains in July or August the cool evenings demand the light-weight topcoat; if you are at the seashore most any evening it is comfortable; and certainly in April and May, especially when the weather is freakish, it is the best of all garments.

We have every style in these coats, in every preferred cloth, in every preferred color and in every preferred combination of colors.

\$15.00 to \$30.00.  
JOSEPH HORNE CO.,  
Pittsburg.

# SPARE MOMENTS

**Carries More  
Classified Advertising  
than any publication  
other than a newspaper.**

Here are the figures:

During the month of May the five best mediums for classified business, outside of the dailies, carried classified advertising as follows:

<b>Spare Moments</b>	<b>2574 lines</b>
Everybody's	1276 "
Collier's (April)	1005 "
Munsey's	846 "
Review of Reviews	598 "

The reason SPARE MOMENTS heads the list is obvious; it is the best classified advertising medium, among the monthlies, in this country.

As it is a recognized fact that the daily paper in every city which carries the most want ads is always the leading paper, and the one selected by the display advertiser for his business, it naturally follows that

If SPARE MOMENTS is good for classified advertising it must be good for display.

Why not put SPARE MOMENTS on your list?

**Leonard Darbyshire, Inc., Publishers**

**179 St. Paul Street**

**Rochester, N. Y.**

New York  
H. M. KRUGLER  
150 Nassau St.

Boston  
H. DWIGHT CUSHING  
24 Milk St.

Chicago  
WILLIAM E. HERMAN  
19 Wabash Ave.